

Austria	Scd22	Indonesia	Rs1000	Philippines	Pesos100
Belgium	BEF40	Iraq	Rls120	Portugal	Esc120
Canada	CDN1.50	Israel	NIS 50	Spain	Pts145
Cyprus	CSD.20	Italy	L1700	Sri Lanka	Rp50
Denmark	Dkr10.00	Japan	Y600	Sudan	Sd1.00
Egypt	Ec2.25	Kenya	L1500	Sweden	Sk9.00
Fin.	Fm47.00	Liberia	L1500	Switzerland	Fr75.00
France	Fr77.00	Luxembourg	L1500	Taiwan	Tts25
Germany	DM12.25	Malaysia	Rm12.25	Thailand	Ba50
Greece	Dr12.00	Mexico	Pes30	Tunisia	Dir200
Hong Kong	HKS12	Nicaragua	Nis10.00	Turkey	L600
Iceland	Irsl12.00	Peru	Int12.00	UAE	Dhs5.00
Ireland	Irsl12.00	Portugal	Esc12.00	USA	Us1.00
Iraq	Rs10.00	Yemen	Rs10.00	Yugoslavia	Yd1.00

FINANCIAL TIMES

JOURNAL

BURMA

Euphoria dims in light of reality

Page 24

No.30,718

Tuesday December 13 1988

D 8523 A

World News

Mexico in mourning as fireworks toll rises to 70

An explosion at an illegal fireworks store killed 70 people in Mexico City, many of them children. The deaths turned Mexico's Roman Catholic holiday, Day of the Virgin of Guadalupe, into a day of mourning. Investigators continued to search charred debris for bodies after the fire.

Military flight ban
Air forces of West Germany, the US, Britain and Canada suspended fighter aircraft training in West Germany over Christmas as a mark of respect following a series of deaths in military crashes. Back-ground Page 3

Labour-Likud talks
The Israeli Labour Party and the Likud Party renewed negotiations on forming a joint government. A point of conflict involves right-wing plans to build 40 Jewish settlements in the occupied territories.

West Bank unrest
Israeli riot police chased stone-throwing Palestinian schoolgirls into a sacred mosque complex in Arab east Jerusalem and fired tear gas.

Yugoslav appeals
A two-day Communist Party plenum opened in Belgrade with appeals for urgent market-oriented reforms to resolve Yugoslavia's economic crisis.

Khan elected
Mr Ghulam Ishaq Khan, who took over when President Zia ul-Haq was killed in an air crash, was elected President of Pakistan. Page 4

Aquino land transfer
Philippine President Corazon Aquino distributed 25,000 hectares of land to farmers in the 'biggest land transfer' since she launched an agrarian reform programme last year.

N Korean premier
North Korea's premier Li Gun Mo, relieved of his post for health reasons, was replaced by Yu Hyonguk, a Politburo member and Korean Workers' Party Secretary. Page 4

Lima to meet miners
Representatives of the Peruvian Government and leaders of the Miners' Federation are to meet today, raising hopes for an end to the 58-day miners' strike. Page 6

Socialist poll losses
France's Socialist Government, suffering a wave of public sector strikes, has taken a further battering from the party's poor performance in three by-elections. Page 2

Sri Lankan warning
Anti-government militants in Sri Lanka ordered newspapers to print nothing about next week's presidential vote, saying the Government cannot hold fair elections. Page 4

Beirut crossing open
The Museum Crossing, the only gateway between Beirut's Moslem and Christian sectors, reopened and traffic flow resumed. Hostage threat removed. Page 4

Cold snap kills 2
New York police reported at least two people, presumed homeless, found dead in the open after a weekend of bitterly cold weather swept the eastern United States pushing city temperatures down to -24°C.

MARKETS

Coffee

2nd position futures

(\$ per tonne)

1220

1140

1060

Oct 1988 Dec

STERLING

New York close

\$1.8425 (1.84675)

London

\$1.8420 (1.849)

DM3.2075 (3.205)

FF10.9600 (10.955)

SF12.6975 (2.025)

Y226.25 (226.0)

DOLLAR

New York close

DM1.74145 (1.7375)

FF15.8540 (5.937)

SF1.4652 (1.4645)

Y122.75 (122.65)

GOLD

New York latest

\$425.5 (same)

Comex (Feb)

\$15.855 (+.24) (Jan)

Business Summary

Pillsbury shuns higher offer from GrandMet

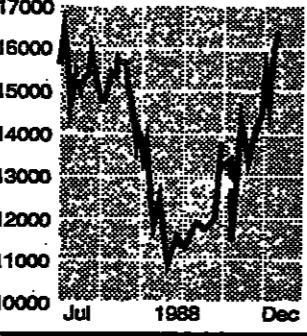
PILLSBURY, US food group, rejected an improved offer of \$68 a share from Grand Metropolitan as both parties appeared in a US court for hearings on the Pillsbury poison pill, probably its last line of defence against takeover by the UK food and drinks group. Page 25

JAPAN said its trade surplus last month was Y755bn (65.5bn), 37 per cent higher than in November last year as the resurgence of exports gathered pace. Page 4

NICKEL: Reports of rising demand from West European steel mills and a fall of 498 tonnes in London Metal

Nickel

Cash metal (\$ per tonne)



Exchange (LME) warehouse stocks pushed the LME cash price up \$650 to \$16.75 a tonne. Commodity, Page 40

EUROPEAN COMMUNITY signed a new four-year trade accord giving Chinese textile exports better access to the community market. Page 6

PENNWALT, Philadelphia chemicals group, saw its stock rise sharply on Wall Street with the announcement of a \$755m takeover bid from a group of New York investors. Page 26

Siemens and AEG, two of West Germany's largest electrical groups, are exploring the possibility of joint ventures in transformers and large electrical switching equipment. Page 27

TRELLEBORG, Swedish industrial group with interests in rubber, plastics, mining and chemicals, is to sell its 10.5 per cent stake in SKF, the world's leading roller bearing manufacturer, to Patria, an investment company controlled by the Wallenberg family. Page 27

NATIONAL COMPANIES and Securities Commission (NCSC), Australia's stock market watchdog, announced that a Japanese developer and an Australian company in which Mr Kerry Packer has an interest have been accused of unacceptable conduct in relation to a purchase of shares from Mr Larry Adler's FAI Insurance. Page 27

COLOBOL GROUP, UK home furnishings company, has all but severed its involvement in Crowther McCall Pattern, financially troubled 50 per cent-owned associate of the John Crowther Textile group, bought after a bitterly contested takeover bid. Page 33

SOUTH Africa's Reserve Bank forecast fairly substantial current account surpluses and satisfactory economic growth for next year. Page 4

COURTAULDS International Paint subsidiary is to pay £225m (\$16m) for the purchase of Epiglass Paints from Steel & Tube Holdings of New Zealand, subject to approval by the New Zealand government. Page 34

PATRONAS' International Paint subsidiary is to pay £225m (\$16m) for the purchase of Epiglass Paints from Steel & Tube Holdings of New Zealand, subject to approval by the New Zealand government. Page 34

COMPAGNIE FINANCIERE De Suez, French privatised financial group, expects to report consolidated net group profits of between FF1.2bn (820.2m) and FF1.25bn this year compared with net profits of FF1.1bn last year.

CONTENTS

Faulty signal may have caused London rail disaster

trains a day.

Three major railway corridors meet there with trains to Waterloo arriving from major centres of population such as Portsmouth and Poole, and trains to Victoria arriving from Brighton and other south coast towns.

After visiting the scene, Mr Paul Channon, UK Transport Secretary, told the House of Commons there would be an independent public inquiry into the 'appalling tragedy.'

British Rail also announced that Mr Maurice Holmes, its director of safety, would begin a full internal inquiry on Wednesday.

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EUROPEAN NEWS

Poll losses for French Socialists

By Ian Davidson in Paris

FRANCE'S Socialist government, already suffering from the prolonged disruptions caused by a rolling wave of public sector strikes, has taken a further battering over the weekend from the party's poor performance in three by-elections.

Last Friday night, as expected, the government survived without difficulty or drama the censure motion tabled by the Gaullist RPR party. It was even able to take some satisfaction from the abstention of a number of opposition members of parliament, starting with Mr Raymond Barre, former conservative prime minister and presidential candidate.

However, the hour of victory was short-lived for Mr Michel Rocard, the Prime Minister. In one of Sunday's by-elections, in eastern France, his party lost a National Assembly seat to the RPR; in another, in the Seine-

St-Denis suburb of Paris, its candidate seemed likely to lose a seat to the Communists in next Sunday's run-off; and in the third, near Grenoble in the south-east, it was trailing far behind the right-wing candidate in a contest which will also be settled in a run-off.

The loss of any seat is serious for the Socialist Party, whose 260 seats were already well short of an absolute majority in the 575-seat National Assembly, and which has to rely for a working majority either on the 25 Communists or on the 34 Centrists.

The government was always confident of winning last Friday's censure vote, mainly because the Communist Party had long made clear that it would not vote with the right-wing opposition against the government.

In addition, the moderate centre-right parties in the UDF

umbrella grouping declined to sign the censure motion, which they described as inappropriate, and four centrists (including Mr Barre) refused to vote for it.

Since in addition 11 of the non-party members also refused to support the censure, the motion only secured 259 votes, well short of the required majority.

Sunday's by-elections will not in themselves make any fundamental change in the government's position in the National Assembly, where the basic arithmetic means that Mr Rocard can only be defeated by an unlikely *de facto* alliance between the Communists and the right-wing opposition.

These setbacks, however, can only add to the government's psychological difficulties in handling the disruptions on the Paris public transport system which, along with the

other waves of public sector strikes this autumn, have made life increasingly tiresome for workers and employees in the capital.

With growing bitterness, Mr Rocard has been blaming the Communists for the stoppages. Last week a settlement of the Paris public transport strike was accepted by four moderate trade unions, but not by the Communist CGT. This week the disruption on the buses has eased, but that on the metro is worse.

Despite its denials, there is little doubt that the Communist Party is fanning the flames of real discontent in the public sector, partly to strengthen the position of its trade union members, and partly as a way of putting pressure on the socialists to agree a favourable alliance in advance of next spring's municipal elections.

In addition, the moderate centre-right parties in the UDF

EC moves nearer single financial market

By David Buchan in Brussels

EC FINANCE Ministers yesterday made major strides towards a single European financial market by agreeing common prospectus rules for new securities issues and a common definition of banks' capital bases, as well as finally adopting a new "anti-rager" measure.

Prospective investors in new transferable securities will be able, probably by 1992, to get a common degree of information in all 12 EC countries by which to make their investment decisions. Exempt, however, from the information disclosure rules are all Euro-securities that are "not the object of a generalised advertising or canvassing campaign."

This exemption was demanded by the UK and Luxembourg which were anxious not to see the high volume Euro-securities business driven out of the Community by over-regulation. Belgium opposed this exemption, but conceded defeat without pushing for a

vote. The European Parliament now has to give a second reading to the prospectus draft directive, as well as to the banks' "own funds" proposal also approved by finance ministers yesterday, before these measures can be finally adopted. The prospectus directive will come into force two years after final adoption, therefore probably in 1992, while the implementation date for the bank capital directive is set for 1993.

The latter draft directive sets a common definition of banks' own funds which will serve as the base-line for another EC directive setting solvency ratios for banks. Together, the own-funds and solvency ratio directives are to create uniform minimum prudential requirements for banks which, under the proposed second banking directive, would get single operating licences for the whole Community.

Bonn urges quick start to conventional arms talks

By Judy Dempsey in Vienna

WEST GERMANY wants new talks on conventional arms in Europe to start by January 6, but other Western diplomats in Vienna doubt it will be possible to resolve outstanding issues as soon as that.

The pace of the Vienna review meeting of the Conference on Security and Co-operation in Europe (CSCE) — to which the proposed Conventional Stability Talks (CST) are linked — has accelerated following last week's promise by Mr Mikhail Gorbachev, the Soviet leader, to cut his armed forces.

The outgoing US administration is also anxious to end the Vienna meeting before its term expires. It is understood that Mr George Shultz, the outgoing US Secretary of State who will be in Paris in early January for talks on chemical weapons, would like to "bow out" of office by coming to Vienna to sign a concluding document.

However, diplomats say the following obstacles have still to

be cleared:

• Human rights issues — East Germany and Romania remain reluctant to give the West the promises it wants.

• The question of which parts of Turkey should be included in the arms talks. Following several meetings in Vienna between Turkish and Soviet diplomats, the issue looks close to a solution.

• The precise institutional link between the CST (which would group the 16 Nato and seven Warsaw Pact states) and the broader 35-nation CSCE process.

France and the US settled a dispute over this issue last week, but the formula they found may still be accepted by the 12 Neutral and Non-Aligned CSCE members and by the Soviet leader, to cut his armed forces.

Nevertheless, Western and East European diplomats believe the Vienna meeting, which opened in November 1986, is in "countdown" stage.

Soviet party suffers strains of upheaval

By John Lloyd in Moscow

THE Soviet leadership yesterday was pressed to find answers to a number of questions posed in the aftermath of last week's Armenian earthquake. They have been raised not by the few foreign reporters allowed into the disaster area but by Soviet newspapers.

The newspapers have demanded to know why so many buildings collapsed so easily, why two rescue aircraft crashed in two days, why all the best equipment and best-trained rescue workers are foreign and why the hospitals are so badly equipped.

A correspondent of Pravda wrote yesterday: "It is difficult to tell what there is more of in a slab of concrete [from a ruined building] — concrete or sand... how many criminal cases were brought against slovenly contractors [in the earthquake area] and what was the outcome?... who closed eyes and ears to the warnings of seismologists?"

The correspondent continued: "[Foreign teams] spread through the ruins without a moment's hesitation, whereas we have a dozen lookouts to every one worker, people who will give good advice instead of getting into the ruins themselves."

The details were spelt out by Mr Valentin Masyats, the regional party leader, in a speech reported yesterday by Pravda, the newspaper of the party central committee.

In it he said the work of a string of almost 150 grassroots party organisations had been declared unsatisfactory.

The absence of "fighting spirit" in the party cells "had a negative effect on the growing membership in oblasts [regional] organisations," Pravda reported. This year for the first time membership has actually fallen. One explanation given was that party membership was no longer "a forced matter". Another was "the growing demands being made on party members".

Items on the list include zinc, aluminium, cigarettes, plastics, polymers, synthetic rubbers and tractors.

In the presence of Mr Konstantin Katshev, his Soviet counterpart, Mr Ruggiero also said that by 1992 Italy plans to abolish a further 900 trade restrictions concerning Soviet imports, but that these would be removed in the overall context of trade negotiations between the EC and Comecon.

The Italian foreign trade minister went on to say that he expected Rome's recently granted Ecu 800m government guaranteed export credit line for Moscow to be used mainly to foster the sale of consumer products to the Soviet Union.

Italy eases Soviet trade curbs

By Alan Friedman in Milan

ITALY is to abolish quantitative restrictions on 60 different products imported from the Soviet Union. The announcement of the unilateral lifting of trade restrictions was made yesterday in Rome by Mr Renato Ruggiero, the Italian Foreign Trade Minister.

Mr Ruggiero, speaking at the first meeting of the Italo-Soviet Trade Commission to be held at ministerial level, said the lifting of restrictions would take effect from January 1.

Mr Ruggiero took the occasion of yesterday's meeting to stress that should Moscow wish to join the General Agreement on Tariffs and Trade, it will be able to count on support from Italy.

The Italian foreign trade minister went on to say that he expected Rome's recently granted Ecu 800m government guaranteed export credit line for Moscow to be used mainly to foster the sale of consumer products to the Soviet Union.

Struggling to squeeze more out of communist capital

Michael Kayser on the pressure behind Mikhail Gorbachev's efforts to restructure the economy

TO UNDERSTAND the need for greater efficiency that lies behind the domestic and foreign policies of Mr Mikhail Gorbachev, one must first explain the exhaustion of those resources which allowed his predecessors, Josef Stalin and Nikita Khrushchev, to maintain a dynamic economy.

Growth was never as fast as was claimed. The official index of industrial production rose 90 times between 1928 and 1986, but one Soviet re-calculation points to a six-fold increase, while the US Central Intelligence Agency estimates nine times. Also, expansion was confined to heavy and defence industries.

But expansion under Stalin was able to draw on a high natural increase of the workforce and on a pool of rural labour kept on forcibly collectivised farms until it was needed in mines and factories.

Huge population increments could support industrial growth until the 1960s, when fertility plunged and mortality began to rise.

After an upturn when family allowances were enhanced, the number of births turned downward and that of deaths upward.

Stalin, Khrushchev and Leonid Brezhnev could force the accumulation of capital to the detriment of living standards, but plant and equipment was ill-used, because of poor incentives to make profits, ministries' readiness to subsidise loss-makers, a rigid and irrational price structure, and frequent stoppages (due to supply irregularities, under-maintenance or over-exploitation).

Exhaustion of inflows of new labour means that more must be obtained from capital or from productivity if output is to be maintained.

The distribution of the population adds a further complication. Currently 61 per cent of fixed capital is installed in the Russian Federation and only 11 per cent in the four Central Asian Republics and Kazakhstan.

By contrast the workforce of the Russian Federation will have fallen by 21m between 1981 and 1985 but risen by 9m in the five Asian Republics. But many factors preclude the internal migration which would normally be indicated.

Resources have until now been heavily committed to defence and space projects.

These priorities exacerbated shortages and the uneven flow of civilian production. But Mr Gorbachev seems to have obtained the acquiescence of military leaders to cuts, by arguing that the weakening of the economy would irreparably erode defence potential.

There was a notable productivity gain in the 1960s during Khrushchev's abolition of the industrial ministries and Andrei Kosygin's managerial devolution. Productivity increments became negative, with

the reversal of economic reform for fear of the political consequences of the Prague Spring and with the heavy cost of opening up oil and gas in Siberia and of building a second Trans-Siberian Railway.

Mr Gorbachev aims to secure productivity growth in part by dismantling the monopoly of the industrial ministries, just as he has already abolished the foreign trade ministry.

The impact of foreign prices is temporarily modified by a multiple set of "coefficients" tantamount to thousands of separate exchange rates but a unified exchange rate will be applied in time.

Western influence over price formation could play some part in dispelling the pusillanimity of the USSR State Committee on Prices, in allowing price flexibility after the wholesale price reform.

Services constitute the final field for opening up the Soviet economy. Co-operative banks, in which a state-run bank has a minority share, are being established to supply "risk capital". They are getting the right to operate abroad and could be a better vehicle for introducing innovation than the state network Soviet enterprises. Under regulations of October 1987, can buy marketing and other consultancies from the West to improve their competitiveness.

Soviet managers should be given concessional rates at Western business schools, subsidised by governments and interested businesses. In broader terms, each side need more published analysis of each other's economy. The cost of expanding such expertise is modest compared to the value to the business community in both the Soviet Union and the West.

Michael Kaser is Director of the Institute of Russian, Soviet and East European Studies at Oxford University.

FINANCIAL TIMES

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Lintec Zürich SSV 1888/1

Pakistan elects Ishaq Khan as successor to Zia

By Christina Lamb in Islamabad



Ishaq Khan clear winner

MR Ghulam Ishaq Khan, the man who stepped into the breach when President Zia ul-Haq was killed in an air crash, was yesterday elected President of Pakistan. He took over as acting President in August and is widely credited with having orchestrated the country's first peaceful transition to power of an elected government.

Ms Benazir Bhutto, who won last month's election, yesterday had her position as Prime Minister confirmed by the country's National Assembly. She was named Prime Minister ten days ago, but was obliged by the Constitution to secure a vote of confidence in the national assembly within 60 days.

Although there are only 93 members of her party she won the support of most independent and small parties to secure 148 votes, 55 more than the two thirds required for constitutional changes the PPF are eager to implement.

Members of the religious party Jamaat Islami, staged a walkout having failed to stop the vote going ahead on the grounds that under Islam a woman cannot be head of govt.

Mr Ishaq Khan was overwhelmingly elected by the Senate, national assembly and provincial assemblies except for Baluchistan. The result came as no surprise, he having emerged as a consensus candidate, supported by both Ms Bhutto's Pakistan People's Party (PPP) and the opposition Islamic Democratic Alliance.

Mr Ishaq Khan is widely respected as a man who goes by the book. He first earned the nation's respect when as chairman of the Senate he took over after Gen Zia's death, and appeared on national television pledging to follow the Constitution and hold elections as scheduled.

Despite pleas from government members to delay the polls, Mr Ishaq Khan kept his promise holding the country's first free and fair elections in 18 years in November. The Constitution gives the President the right to nominate the Prime Minister and after 15

N Korea appoints replacement premier

NORTH KOREA appointed politburo member Yon Hyong-mak as premier yesterday, possibly due to the country's poor economic performance in recent years, Reuter reports from Tokyo.

The North Korean News Agency, monitored in Tokyo, said Premier Li Gun-mo had resigned due to poor health after two years in office.

Analysts said they expected no changes in policy in North Korea, one of the world's most isolated countries, ruled by President Kim Il Sung and his son, Kim Jong-il.

A senior researcher at Seoul's privately-run Institute of North Korea Studies said Pyongyang had suffered set-

backs in a series of seven-year economic development plans and this could have been a reason for the latest reshuffle.

"Li Gun-mo's economic policy met the same fate except for the building of a few, largely symbolic, skyscrapers in Pyongyang," said Mr Park Suk-kyun. Little is known about the new premier's background. He is understood to be 63 years old and was a vice-premier and became a secretary of the ruling Workers' Party in late 1986. His nomination cannot be foreseen as an economic opening-up because he is an even stronger believer in central planning (than Li)," said Mr Masao Okonogi, a politics professor in Tokyo.

Taipei reveals jet fighter

TAIWAN has revealed a long-awaited fighter plane that the Government hopes will provide additional air defence against a possible attack by China, writes Bob King.

But the roll-out of the new aircraft, named in honour of the late President Chiang Ching-kuo, did not include a flying demonstration or details of the aircraft's capabilities.

Taiwan has for several years tried to buy advanced aircraft from the US, whose relationship with Peking, which still

claims sovereignty over Taiwan, prevented the sales. That relationship, however, apparently does not rule out technological co-operation and technology transfers – especially by private companies.

The 1987-1988 edition of Jane's All the World's Aircraft describes the new fighter as a "supersonic lightweight air defence fighter" similar to the F-20 TigerShark designed by Northrop of the US. A local newspaper said that 250 of the fighters would be built.

Amnesty accuses Iran of secret mass executions

IRANIAN authorities have carried out the biggest wave of secret political executions since the early 1980s, Amnesty International said yesterday. Reuter reports from London.

The London-based international human rights organisation said it had indisputable evidence of mass killings, coming from relatives of executed prisoners and statements by authorities.

It said it had received information on more than 300 people executed since July but that the true total could run into thousands.

"Nobody really knows how many people have been put to death, just as nobody knows when the killing will stop, or who will be next to die," Amnesty said.

"Our fears are heightened because thousands of political prisoners are still held in Iran and because many of those executed recently had been

Kidnappers set to 'execute' US officer

By Jim Muir in Beirut

THE KIDNAPPERS of an American Marine Colonel said last night that they had decided to "execute" him after finding him guilty of spying for Israel.

The announcement came only hours after a 65-year-old British-born teacher was shot dead by gunmen in West Beirut, in an apparently unrelated development.

The statement, issued in the name of the Organisation of the Oppressed on Earth, said the group had sentenced Lt Col William Higgins to death after he had confessed to being a spy.

Typewritten in Arabic, the statement said there was clear evidence Col Higgins and his team of United Nations observers had been providing the Israelis with detailed information on "resistance fighters" in southern Lebanon – a charge earlier denied by UN and US officials.

The statement was accompanied by a photocopy of an old photograph of Col Higgins.

The US officer was abducted by gunmen on the coast road south of Tyre, in the far south of the country, in February. His kidnappers are believed to be pro-Iranian militants linked to Hezbollah.

The man killed yesterday was British-born teacher Arthur Newton-van Niekerk, who was shot dead near his home in West Beirut by unidentified gunmen armed with silenced pistols. He was hit several times in the head and died immediately.

Van Niekerk, 65, a Beirut resident for more than 20 years, carried a Belgian passport, apparently believing that made him less vulnerable to kidnapping or attack than other western nationals.

S African central bank bullish

By Jim Jones in Johannesburg

SOUTH AFRICA should generate fairly substantial current account surpluses and satisfactory economic growth next year, the country's Reserve Bank believes.

The forecast, made in the Bank's December quarterly bulletin, comes after three quarters in which strong domestic demand stimulated imports and cut trade surpluses as relatively low real interest rates were leading to greater capital outflows.

The Bank qualifies its forecast by saying appropriate monetary and fiscal policies will continue to be needed to achieve the desired balance between domestic output and demand. It sees positive implications in the fact that the government's R3.44 bn deficit before borrowing in the first seven months of fiscal 1988-89 was 44 per cent smaller than in the corresponding period of fiscal 1987-88.

Nevertheless, government spending represented a comparatively high and relatively static 18.5 percent of gross domestic product in the third quarter of calendar 1988. Current account surpluses have been forecast on the assumption that demand-restraining fiscal, monetary and credit measures introduced at the middle of this year will "implying gradually more strongly" spending that households and businesses appreciate the need for restrictive policies and will adjust their spending plans accordingly; and that a return to positive real interest rates will deter consumers from spending.

Foreign bankers were unimpressed, considering that it was the JVP's series of lightning *hartsals* (protest strikes) which robbed them of 18 working days in October and November.

The Government's budgetary calculations in November have also been affected by widespread dislocation. The deficit was 11 per cent of gross domestic product in 1987-88, up from 16 per cent thanks to supplementary grants on defence and non-collective.

With Prime Minister Rama-sinha Premadasa, the Government candidate in next week's poll, promising to double the

Unionists on treason charges granted bail

By Anthony Robinson in Johannesburg

MR Moses Mayekiso and four other black trade unionists detained under emergency laws and put on trial for treason were granted bail of up to R10,000 yesterday after more than 30 months in detention. Last month their lengthy trial was adjourned until February 1.

Yesterday the attorney general revoked a previous ruling which prevented defence lawyers applying for bail.

The five senior officials of the metalworkers' union have been barred from returning to Alexandra, an African National Congress stronghold next door to one of the wealthiest white suburbs of Johannesburg, where the state alleges they played a key role in setting up an alternative township government during the 1985 "upheaval".

The moves came from Mr Mike Aern, the 45-year-old state premier, and followed last Friday's conclusion of testimony by his predecessor, Sir John Bokke-Petersen, who was

OVERSEAS NEWS

ADDRESS TO UN ASSEMBLY

Arafat seeks to change US policy on PLO

By Victor Mallet in Geneva

WHEN MR YASSIR ARAFAT, the leader of the Palestine Liberation Organisation, addresses the UN General Assembly at a special session in Geneva today he will be hoping above all to impress the US and persuade the Americans finally to talk to the PLO.

It was the outgoing US Administration which refused Mr Arafat a visa to address the UN in New York on the grounds of his association with terrorism, thus forcing the removal of the Palestinian debate to Geneva. Yet it is the US too which has the leverage to push Israel into a Middle East conference.

A series of concessions to Western and Israeli demands announced by PLO leaders in recent weeks, starting with the meeting of the Palestinian parliament in exile in Algiers, has put Israel and the US on the diplomatic defensive.

In London last week, Mr Bassem Abu Sharif, a PLO moderate and an adviser to Mr Arafat, secured a meeting with a British minister for the first time in five years by publicly accepting the existence of the PLO.

Israeli and US officials including President Ronald Reagan have accused the PLO of ambiguity in its recent statements but if they continue to rebuff the organisation in the face of a clear declaration from Mr Arafat today – and he has

current actions are all oriented towards influencing US public opinion, rather than making peace with Israel.

Wheeled out of the shadows yesterday to address a rare press conference on Mr Arafat's alleged misdeeds was Mr Yigal Carmi, senior Jewish adviser to Prime Minister Yitzhak Shamir. Among other offences, the PLO chief was said to have personally ordered the torture and death of two Israeli sailors in Barcelona, in 1985, and the assassin-

ation in London last year of a Palestinian cartoonist, Mr Naji al-Ali.

The vast majority of Israelis would, if asked, probably agree with the government's assessment, echoed every day by newspaper columnists and editorial writers. But a growing body of opinion on the left, including parliamentary members of the Labour Party, is arguing that Israel would be foolish to dismiss these signs of change within the PLO so quickly.



Arafat seeking to impress

Arafat's dominant Fatah group, have accused the PLO leader of "capitulating" by giving such a moderate interpretation of the decisions made by the Palestine National Council last month in Algiers.

The PNC declared a symbolic independent Palestinian state and only implicitly recognised Israel by accepting UN Resolution 242, the starting point for peace talks accepted by most of the international community. The resolution calls for a withdrawal of Israeli forces from territories it occupied in the 1967 war and for security for all states in the region.

Japan trade surplus jumps 37%

By Ian Rodger in Tokyo

JAPAN'S trade surplus in November soared to \$6.5bn, 37 per cent higher than in November 1987, as the recent resurgence

The Ministry of Finance said it was still too early to conclude that the trade adjustment process had been reversed, but some private sector economists in Tokyo thought otherwise. "The adjustment process is dead," said Mr Ken Court of DB Capital Markets.

The customs cleared figures showed that Japan's surpluses in November soared to \$6.5bn, 37 per cent higher than in November 1987, as the recent resurgence

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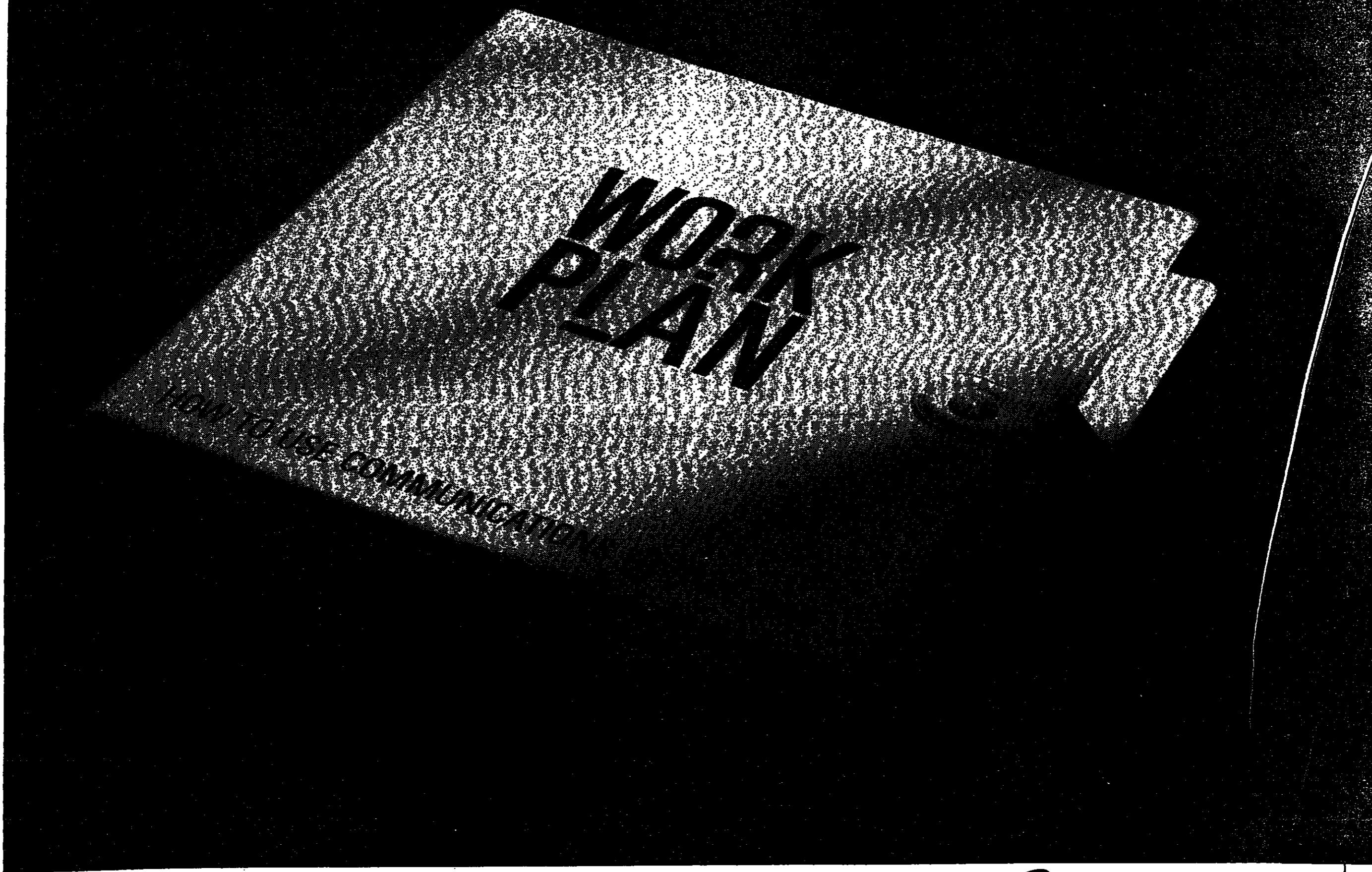
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AMERICAN NEWS

Bush to be asked to discuss Latin American debts

By Ivo Dawney in Rio de Janeiro

LATIN American leaders are expected to seek an early meeting with US President-elect George Bush, to underline the importance of dealing with the five-year-old regional debt crisis.

The initiative was discussed yesterday in Rio de Janeiro, where Finance Ministers of seven Latin American countries were examining three proposals for a new strategy to reduce the burden of their foreign debts, now totalling more than \$300bn (£152bn).

But Mr Maitson da Nobrega, the Brazilian Finance Minister, hosting the two-day meeting, insisted there was no intention of trying to create a "debtors' cartel".

"We don't want debt forgiveness, but we consider that a major part of this debt is unpayable," he said.

The initiative - the first significant attempt by the debtors to co-ordinate a joint position - aims to capitalise on the coming to office of a new US administration and a growing perception that creditors and international institutions are now ready to consider unconventional solutions.

It was launched last October in Punta del Este, Uruguay, at a meeting of seven presidents of the Group of Eight, the Latin American lobby that unites Argentina, Brazil, Colombia, Mexico, Peru, Uruguay and Venezuela. Panama, the eighth member, is temporarily suspended following Gen Manuel Noriega's ousting of President Eric Delvalle.

Brazilian finance ministry officials said no detailed exposition of the ministers' proposals would be released before heads of government had examined the meeting's conclusions. However, it is expected that the outcome will include an early approach to Mr Bush for multilateral talks on the debt issue.

The three approaches not necessarily mutually exclusive, under discussion yesterday included:

- an examination of financial market measures to reduce the total stock of debt, including conversion for investment and as payment for debtors'

Trinidad courts foreign funds to stimulate recovery

Canute James examines an investment plan to change the economic climate in the Caribbean republic

AS part of its effort to halt a slide in the economy, the government of Trinidad and Tobago has launched an ambitious investment programme aimed at pumping about \$1bn into several new industrial projects over the next three years.

Several of the projects are based on the natural gas and petrochemicals sectors to which the government has been looking to ease the economy's heavy dependence on oil.

The programme is also

intended to reverse a decline in investment levels, which have fallen from 22.3 per cent of GDP in 1982 to 20.1 per cent last year. The Government wants to lift this to 28.30 per cent, but admits this could be difficult, and so is aiming for 24 per cent by 1991.

The investments include a project to recover liquids from natural gas, a methanol plant, an ammonia plant, and the exploitation of new gas fields to fuel the growing petro-chemicals sector.

Mr Ray Robinson, the Prime Minister and Finance Minister of the Caribbean republic of 1.1m people, says the programme is aiming at investments of \$247.7m (£132m) next year, \$276.5m in 1990 and \$310.5m in 1991.

"These projects must be implemented if Trinidad and Tobago is to overcome the current contraction in the economy and is to grow again," the Prime Minister said.

The economy turns on oil, but low prices and falling output have led to a fall in oil revenues from \$1.7bn in 1982 to \$538m last year, and are projected at \$315m for this year.

Foreign reserves have tumbled from \$3bn at the end of 1982 to \$2bn at the end of June. The economy contracted by 6.1 per cent last year after declining 4.5 per cent in 1986.

"We are expecting that 44 per cent of the investment funds will be met from domestic resources, with 56 per cent

from foreign agencies," Mr Robinson explained. "We are expecting that 44 per cent of the investment funds will be met from domestic resources, with 56 per cent

UK and Trinicot, an oil company owned by the Trinidad and Tobago Government.

The new plant will have a rated capacity of 2,200 tonnes per day and work is scheduled to start in the first quarter of next year, with a deadline for completion in the second quarter of 1992.

The investment programme includes a \$250m ammonia plant - the third in the country - to be located on an industrial estate in south Trinidad, which will have a daily capacity of 1,500 tonnes.

"The sources we are looking at include multilateral agencies such as the World Bank and the International Finance Corporation," explained the Prime Minister.

The Government's medium-term economic programme is optimistic about the investment plans. "These targets may be exceeded to the extent that we succeed in attracting inflows of foreign capital in excess of the modest amounts it is now deemed prudent to project."

Pay rises likely to follow Argentine mutiny

By Gary Mead in Buenos Aires

ARGENTINA'S armed forces are likely to be granted wage increases just weeks after a military rebellion with higher pay as one of its objectives.

The forces, both serving and retired, are expected to get pay rises of some 20 per cent before the end of the month, as other army units around the country followed suit. Among the demands of rebel leader Col Mohamed Ali Seineidin were more pay and more spending on equipment and weaponry.

Throughout the four-day cri-

sis the Government said no concessions were granted to the rebels, though both rebel sources and opposition Peronist politicians reject this. Even if the proposed pay increases were planned some weeks ago, as senior Radical Party politicians claimed yesterday, an already sceptical general public is likely to believe that the mutiny helped speed matters.

Military pay went up by 30 per cent in August and 12 per cent more in October. The

August increase followed the Government's decision to increase public sector wages by 25 per cent and the price of state-owned goods and services by 30 per cent.

There are signs that government control over inflation is starting to slip, six months before the presidential election.

While inflation was brought down to 5.7 per cent

in November, analysts suggest that December will see it begin to climb towards 10 per cent.

Striking Peru miners to talk with Government

By Veronica Barufati in Lima

REPRESENTATIVES of the Peruvian Government and leaders of the Miners' Federation were due to meet last night, raising hopes that an agreement to end the 58-day miners' strike may be in sight.

Mr Luis Negriros, secretary-general of Peru's ruling APRA party, met miners' leaders at the weekend to discuss ending a strike which has cost more than \$400m (£222m) in lost export revenue.

The agreement, which has still to be signed, recognises the Miners' Federation's rights to industry-wide demands, something the National Mining Society, the mine-owners organisation, has consistently opposed because they overlap with local miners' unions and demands. The mining companies refuse to deal with two levels of unions.

Mr Saul Cantor, secretary-general of the federation, said: "If we sign the final agreement with the Government we shall call off the strike immediately. Other points, such as the early retirement of the miners and a guarantee that no retaliation will be taken against strikers, are minor and can be discussed

later".

The National Mining Society, however, does not see the light at the end of the tunnel yet. They are perplexed at the Government's willingness to sign an agreement identical to the one the miners wanted them to sign 58 days ago.

A spokesman said the society would send a delegation to speak with government representatives in an attempt to unravel the mysterious negotiations.

Some interpret the Government's decision as an attempt at giving the miners an easy exit without losing face, but the mining companies are unlikely to accept this.

The Mining Society has mounted a huge publicity campaign against the strike, accusing federation leaders of being manipulated by Sendero Luminoso rebels.

There are conflicting reports on how many miners have already picked up tools and returned to work. The Mining Society's figures of over 40 per cent of miners is denied emphatically by the federation. The Government has made no comment.

Big PRI poll victories prompt claims of fraud

By Richard Johns in Mexico City

THE Institutional Revolutionary Party, Mexico's ruling party, has been declared the winner of elections for the governorship of the state of Jalisco and to have gained all 50 seats in the legislature contested by a straight vote.

While experts say no two

allegations of electoral fraud made by the opposition immediately after the vote.

The outcome in Jalisco, where the PRI won 42 per cent of votes cast in the presidential race, will inevitably complicate and possibly abort the dialogue Mr Salinas is seeking with the two main opposition groups primarily as a means of achieving a solid consensus behind his economic policies.

Throughout the four-day cri-

sis the Government said no concessions were granted to the rebels, though both rebel sources and opposition Peronist politicians reject this. Even if the proposed pay increases were planned some weeks ago, as senior Radical Party politicians claimed yesterday, an already sceptical general public is likely to believe that the mutiny helped speed matters.

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WORLD TRADE NEWS

China textiles sales may rise under EC accord

By William Dawkins in Brussels

CHINA and the European Community have signed a four-year accord governing trade in textiles between the two sides, intended to replace the present one after it expires at the end of the year.

The deal offers better access to the Community market for China, already one of Europe's most powerful suppliers of textiles, with the result that total

imports of textiles into the EC, including sales from all other sources, could rise by 1 per cent. For that reason, the accord is likely to run into criticism from big EC textile producing countries such as Portugal, Greece and Italy.

Textiles represent one-third of Chinese exports to the EC, and its sales in that sector are growing significantly faster

than China's flourishing trade with the Community as a whole.

China's exports of products covered by the Multi-Fibre Agreement grew from Ecu 863m (£2.578m) in 1986 to Ecu 1.2bn last year; EC textiles sold to China rose only from Ecu 100m to Ecu 111m.

The accord specifies by individual product the amount of

over 140,000 more than Mr Salinas won in the state in the presidential election on July 6.

The commission earlier said the PRI had won 120 of 124 municipalities including the state capital Guadalajara, where the National Action Party (PAN) beat the ruling party by a clear margin in the general elections and was confident of winning again.

Nevertheless, the rate of abstention was high at 65 per cent, providing further evidence of widespread disillusionment with the democratic process.

"Magic or miracle, this result is authentic proof of electoral fraud," says a writer in the latest edition of the weekly magazine *El Proceso*, pointing out that the PRI had doubled its share of the vote in a period of five months.

• An estimated 70 people, including 14 children, were killed and about 100 injured, when five tons of illegally-stored fireworks exploded in a market south of Mexico City.

Poles forge links with Soviet markets

POLAND'S private companies are taking advantage of the decentralisation in Soviet foreign trade and beginning to work directly with Soviet state sector companies and even privately owned co-operatives, writes Christopher Bobinski in Warsaw.

This follows recent agreements between Poland and the Soviet Union permitting better trading outside the confines of rigidly fixed five-year plans.

The new arrangements, which include Poland's state sector, allow partners to avoid the formidable barrier of the Soviet ruble which is not only non-convertible but overvalued against the US dollar.

Much of the trade now developing is conducted under the auspices of exchanges between districts adjoining the Polish-Soviet border. But "twin" towns are included.

Last year it became clear that the ideological barriers were coming down when the Polish sector made up of small Western-owned companies, set up under laws passed at the end of the 1970s, put on the trade show in Moscow, as well as in Minsk, the capital of Soviet Byelorussia. But now wholly Polish-owned companies are getting involved.

Moscow's trade partners query new rules on joint ventures

By Quentin Peel in Moscow

FOREIGN businessmen in Moscow were yesterday urgently seeking clarification of the latest Soviet decree on foreign trade and investment, including new concessions for joint ventures, and a promised 50 per cent devaluation of the ruble for trade transactions.

There was a general welcome for the easing of restrictions on joint ventures, although potential foreign partners argue that they fail to tackle the questions of guaranteed repatriation of profits and a guarantee of investments.

However the announcement of foreign currency auctions, a devaluation of the ruble for trade transactions from January 1, 1990, and a second currency adjustment in 1991, has left many matters unclear.

What the concessions mean is that the fine print of joint ventures will in future depend even more on specific negotiations, without the backing of clear legal provisions.

The Soviet authorities have announced five concessions for joint ventures:

- No maximum level for foreign participation; this will be fixed in writing by negotiation

between the Soviet and foreign partners.

- Permission for the managing director or chairman to be a foreigner, instead of the present insistence that those jobs be reserved for Soviet citizens.

- Relaxation of Soviet labour laws affecting joint ventures to allow hiring and firing, and bonuses to be paid (in rubles) simply by agreement between the partners.

- Customs duty on production equipment to be reduced to "a minimum" or cancelled altogether.

- Payment for foreign workers' accommodation to be payable in rubles instead of foreign currency as at present.

- The Ministry of Finance given the discretion to waive taxation of repatriated profits for a set period.

- The promise to do away by 1991 with the hugely cumbersome system of currency "quotas" which applies some 3,000 different exchange rates depending on the sector and the foreign currency to be bought or sold, is also welcome.

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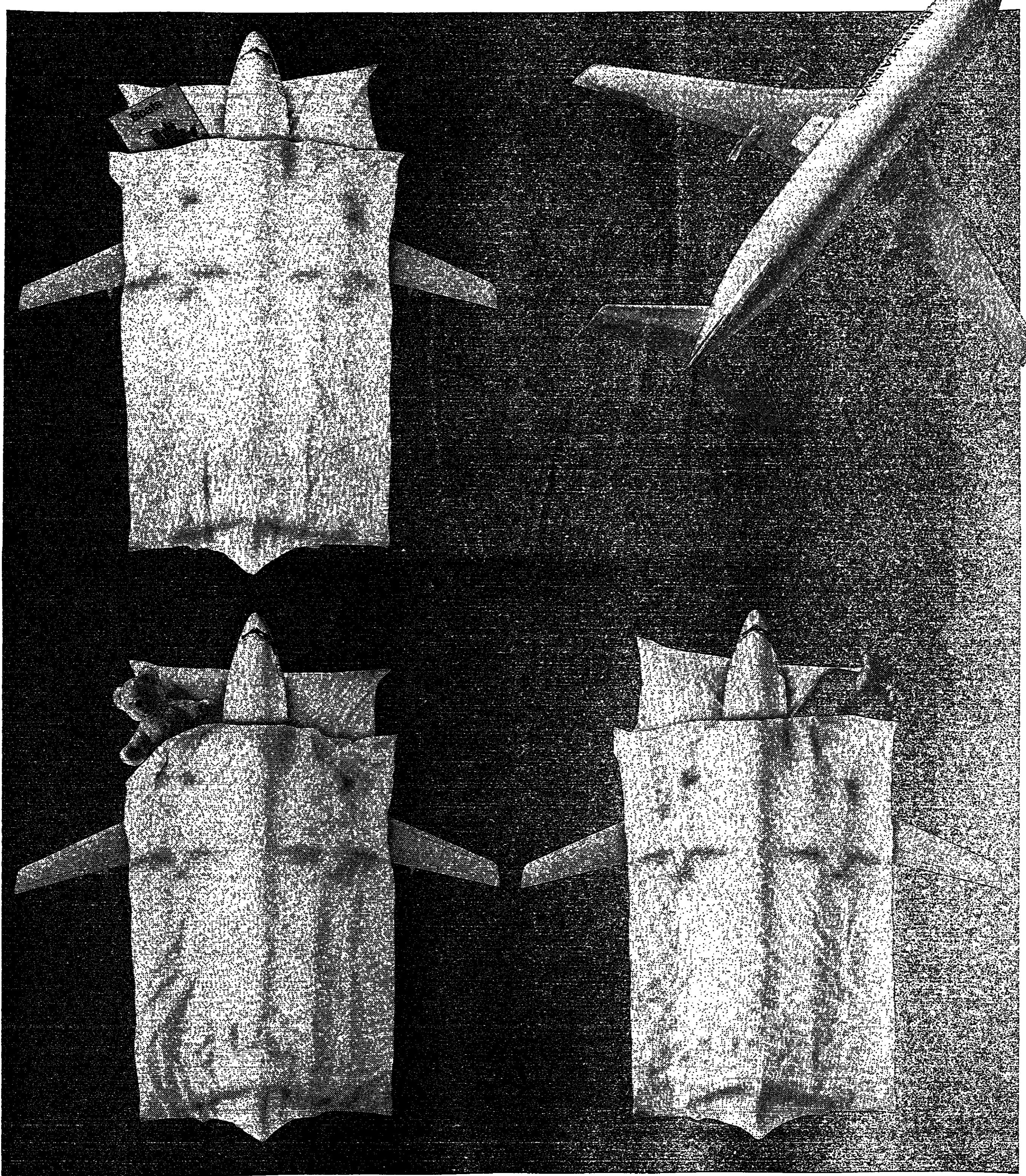
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UK NEWS

E London cable group gets £10m US injection

By Raymond Snoddy

EAST London Telecommunications, the cable television company with a franchise covering the Docklands in east London, has received a large injection of finance from the US.

Pacific Telesis, California telephone group, one of the companies formed after the break-up of Bell, and Jones Intermedia of Denver, large US cable operator, are putting in an immediate £10m into the troubled UK company.

They will also help to fund the completion of the network which will eventually make cable available to 145,000 homes in the east London boroughs of Tower Hamlets and Newham for an additional £30m. They will each hold about 45 per cent of a Channel Islands trust controlling the reconstructed company.

Mr Ian Hinton, chairman of ELT, which is adding telecommunications services to the Docklands through Mercury Communications, the group competing with British Telecom, as well as entertainment channels, confirmed that the new investors would help to fund applications for further London franchises.

"I'm delighted with the outcome of the negotiations with our partners. It will now enable us to develop the franchise to the full and expand the business by applying for further franchises," Mr Hinton said.

ELT, which began transmitting in April 1987, has had serious financial problems and declines to reveal the number of its subscribers.

The backing of the two US groups could amount to more than £100m over several years.

ELT has already applied for the franchise covering some 225,000 homes in the south-east towns of Barking, Dagenham, Redbridge and Bexley and is considering applying for the franchise for the south-east London areas of Greenwich and Lewisham franchise, covering 170,000 homes.

The Pacific Telesis-Jones investment is the latest move by US cable and financial interests into the UK following significant investments by United Cable and Paynewebber.

The stream of US money, however, is threatened by the uncertainty created by the government's policy document on the future of broadcasting.

Although the cable industry has not yet been firmly established in the UK, the government is proposing that cable network owners should in future not be allowed to sell to application for further London franchises.

"The ill health of the forest has brought to light much more than just a dying woodland. It has exposed the failure of the Government to produce sustainable policies capable of improving the quality of life," he said.

Photograph by Alan Harper



Mr Andrew Simms (above) Green Party candidate in Thursday's by-election for Epping Forest, north-east London constituency, yesterday attacked the Government for its handling of environmental issues.

"The ill health of the forest has brought to light much more than just a dying woodland. It has exposed the failure of the Government to produce sustainable policies capable of improving the quality of life," he said.

Komatsu to invest £7m in rapid UK expansion

By Ian Hamilton Fazey, Northern Correspondent

KOMATSU, Japanese heavy machinery manufacturer, is to expand its factory in Birley, north-east England, to make wheel loaders as well as excavators less than two years after starting manufacturing in the UK.

The investment is worth £7m and will help to create at least 60 jobs. The factory's sales should pass an annual £100m by the end of next year.

Wheel loaders are used to move earth or other material, rather than dig it out of the ground. Komatsu will make

four models in the UK.

The company will start selling the range throughout Europe early next year. Mr Clive Morton, director of personnel and administration, said yesterday that the machines would be European products, with at least 70 per cent local content.

They will use components from UK, West German, French, Belgian or Spanish companies. The wheel loader expansion will bring Komatsu's total investment so far to £21m.

Bank of Wales structure reorganised to aid growth

By Anthony Moreton, Welsh Correspondent

THE BANK of Wales has reorganised its management structure to take advantage of overseas and domestic opportunities for the growing Welsh economy.

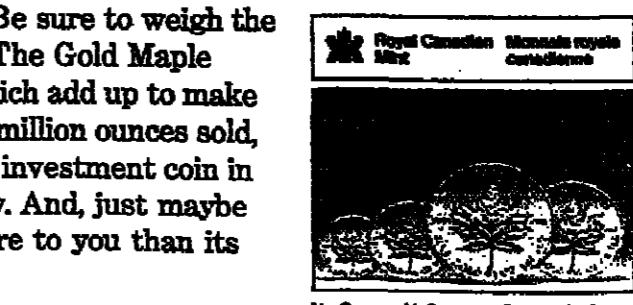
Mr Eric Crawford, chief executive of the bank, which is 75 per cent owned by the Bank of Scotland, said in Cardiff yesterday that the Bank of Wales had expanded more rapidly in the past 12 months than at any previous time.

The intention was not to chase the volume market in personal financial services but

to develop a range of specialist services in niche areas.

Mr Ken Cassidy has been recruited from the Midland Bank UK clearing bank, as assistant general manager responsible for international services and risk management - a department which covers domestic and overseas banking.

A Treasury team has been created under Mr Gareth Jones which will be linked to London's electronic system for same-day clearing and a London office has been opened.



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Similarly, Choices was launched this year to capitalise on the enormous potential created by the new pension laws.

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The idea that change can be turned into opportunity is a firmly held belief at Guardian Royal Exchange.

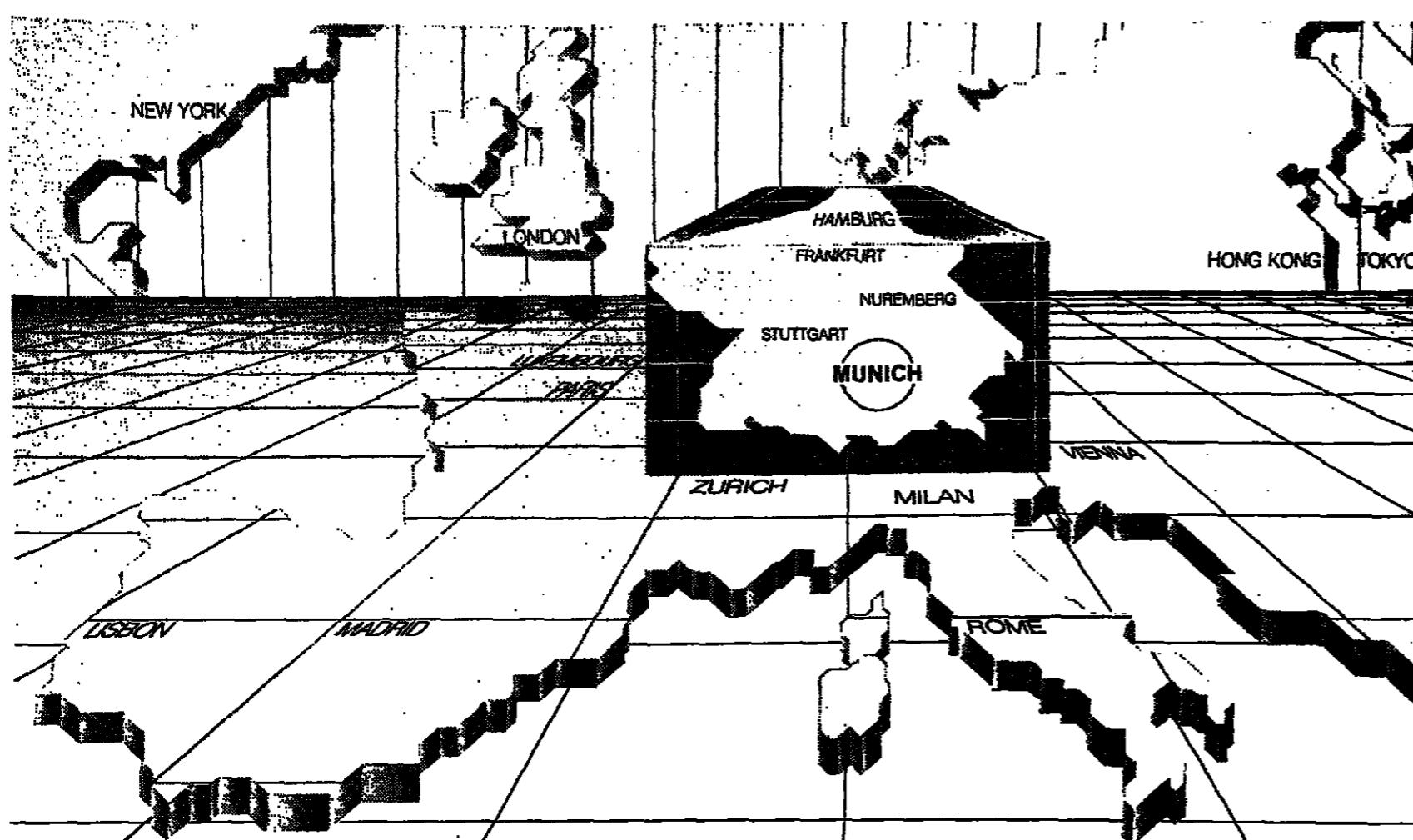
And it's a measure of our success – we are one of Britain's leading composite insurers – that this doctrine is adopted through all levels of the company.

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UK NEWS

Drop in November retail sales eases inflation fears

By Ralph Atkins and Christopher Parkes

BRITISH RETAIL sales fell last month, partly reversing a big jump in October, according to official figures yesterday which eased slightly fears of continuing inflationary growth in consumer spending.

Provisional Department of Trade and Industry figures showed a 0.8 per cent drop in retail sales volumes in November after adjustment for normal seasonal variations. It followed a 2.0 per cent rise for October.

The fall suggests high interest rates, engineered by Mr Nigel Lawson, the Chancellor of the Exchequer, may be having some impact on consumer behaviour. However, the outlook for both spending and inflation remains mixed.

Other DTI figures showed a rise in the cost of fuel and raw materials bought by manufacturing industry in November - adding to cost pressures.

There are also signs that manufacturers are still taking advantage of strong demand to raise the prices of goods leaving the factory and increase profit margins.

The retail sales figures show the underlying growth rate remains strong although slower than summer peaks. In the three months to November, sales volumes were 1 per cent higher than the previous three months and 5% per cent higher than the corresponding period a year earlier.

November's sales could have been boosted by exceptional

Mr Jim Power, finance director of the Storehouse group, which includes the retail chains Mothercare, Habitat and BHS stores, said he was taking a relatively cautious view of the Christmas build-up.

"There is evidence that the Chancellor's actions have bitten," he said. "He had scaled down his Christmas expectations over the past few months, although the annual pattern of rising sales was being repeated."

Figures for the prices of materials and fuel purchased by manufacturing showed a 0.5 per cent rise in November after seasonal adjustment.

That followed falls in the last three months and pushed the annual rate of increase to 4.1 per cent.

Factory-gate prices of manufactured products rose by 0.3 per cent last month, pushing the annual growth rate to 4.8 per cent. With labour costs currently subdued, this suggests manufacturers are increasing output prices at a faster annual rate than costs are rising.

The provisional seasonally-adjusted index of retail sales volumes stood at 140.5 (1980 = 100) in November against 141.2 in October. The index of output prices stood at 115.1 (1985 = 100) against 114.8. The index of input prices, seasonally-adjusted, was at 99.3 (1985 = 100) compared with 98.8. The unadjusted index stood at 99.5 (1985 = 100) against 98.0.

price cutting by many shops in the run up to Christmas.

The past two month's figures have conflicted with results from the Confederation of British Industry/Financial Times Distributive trades survey. This pointed to a marked slowdown in sales growth in October but a pick-up last month.

Retailers were taking no bets yesterday on the outcome of the traditional Christmas shopping rush, although most agreed the build-up had been slower than usual. With Christmas Day falling on a Sunday, there would be a full week's shopping during which consumers might still come out in force.

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THE CLAPHAM RAIL DISASTER Witnesses describe nightmare of carnage

By Kevin Brown, Transport Correspondent

THE 06.14 train from Poole, packed with long-distance commuters, was nearing the end of its 125-minute journey to London when it ran into the back of the 07.18 from Basingstoke just after 8 a.m.

As the trains crashed about a quarter of a mile from Clapham Junction, in suburban south-west London, an empty train, the 08.03 from Waterloo to Haslemere, ploughed into wreckage lying on an adjacent track.

Hundreds of passengers streamed from the carriages and made their way up an embankment towards safety, where many stood staring down in horror at the carnage below.

Mr David Crump, 40, an insurance training manager from King's Somers, Stockbridge, Hants, was in the last carriage of the train from Poole. He said: "We started slowing down and suddenly there was this loud bang. A few people were thrown forward out of their seats. Some of them had cut their heads."

"Surprisingly, there was no panic whatsoever. I suppose we were in the most fortunate part of the train. We had heard the bang and a terrible screeching sound."

"We thought we had hit something on the rails. It was only when we scrambled out that we realised what had happened. I helped some people up the bank and over the bridge."

Mr Stewart McMillan, 22, of Farnborough, Hants, who works for National Westminster Bank in London, said he was dozing in the train from Basingstoke, which had stopped at signals.

He was woken by the crash and people screaming, and found himself pitched forward out of the window. He scrambled up the bank to safety with a severely cut face.

Mr Brian Hambleton, 53, of Fleet, Hampshire, a chief nursing adviser, was also travelling on the Basingstoke train. He said:

"I was in one of the carriages that was tipped on its side in the crash, not

the rear carriage but the one next to that."

"The train had slowed down and it felt as if we had been hit by something behind the bank. It was a huge impact and we were all thrown forward, right across the carriage."

"There was a lot of confusion, the lights went out, and people then started to find out how bad the injuries were. Someone opened a window and some of us got out and helped others to climb across carriage roofs to the top of the embankment."

Another survivor, Mr Keith Larner, 36, a businessman from Southampton, said: "There were people underneath me and under the metal and there were people with metal in their bodies."

"A woman was trapped with metal in her chest and we just started to get people out immediately. It was the most horrible sight I have ever seen."

Mr Dan Atkinson, a journalist for the Press Association agency, was one of the first people on the scene. He was

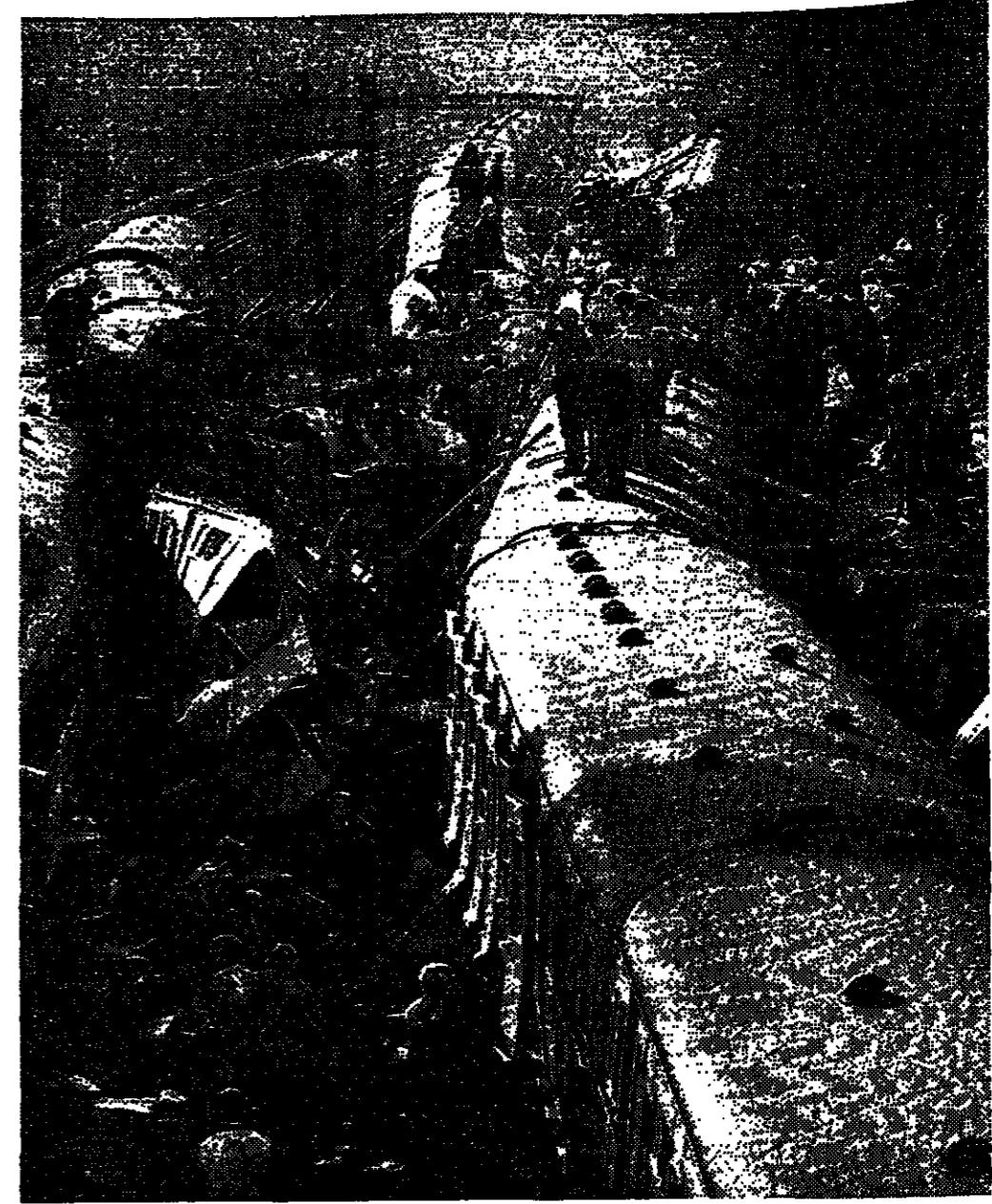
travelling in a train which stopped just behind the accident.

Mr Atkinson said passengers in his train were complaining about delays when the carriage doors suddenly burst open and shaken British Rail staff shouted for doctors and first-aiders to come forward.

"A few yards down the line were two trains. One appeared slightly damaged, the other was completely destroyed. Two carriages on the second train lay on their sides, and a third carriage had been reduced to matchwood."

"Emergency workers were clambering on the roofs of the carriages. Firemen, policemen and ambulance men were carrying the injured up the embankment to waiting ambulances."

"Schoolchildren from nearby Emanuel School peered through the railings down on to the track in horror. It seemed hard to believe that anyone could have survived in the crushed carriage."



Rescuers survey the scene of the wreckage near Clapham Junction in south London.

Previous UK rail crashes

- May 22 1915 Britain's worst railway disaster at Quintinshill north of Carlisle. Signalling irregularities led to a double collision. 224 killed.
- October 8 1952 London's worst rail disaster at Harrow and Wealdstone, west of London. Double collision occurred when Perth to Euston train ran into another train and a third crashed into the wreckage. 112 killed. Soon after this crash, an automatic warning system was installed on all mainlines.
- December 4 1957 Lewisham, south-east London. Tail end crash with a stationary train due to signal failure. 92 died.
- November 5 1967 Hither Green, south-east London. The Hastings to Charing Cross train was derailed. 49 killed.
- July 30 1984 Polmont, in Scotland. Train derailed. 13 killed.
- July 26 1986 Lockington, Humberside, north England. A passenger train hit a van. Nine killed.
- October 11 1984 Wembley, north-west London. A rush-hour passenger train and a freight train collided. Three killed.
- November 12 1985 St Helens, Merseyside. A commuter train ploughed into a bridge. Train driver killed.

BR safety on par with Europe

By Richard Evans

BRITISH Rail's safety record compares favourably with that of Western European countries and the US, despite worries about the need for more investment to update rolling stock and signalling systems.

A recent report by the Railway Inspectorate, the statutory body responsible for checking railway safety in the UK, found that a great deal of effort was devoted by staff at all levels to maintaining the railways' traditionally high safety standards, but that there were no grounds for complacency.

The number of train acci-

dents in 1987, the last year reviewed by the Inspectorate, was the lowest for five years. A single accident, the collapse of a bridge in Wales after severe floods, which caused a train to fall into a river, was responsible for the three passenger fatalities during the year.

But Mr Robin Seymour, chief inspecting officer, was concerned at the understaffing within the Inspectorate, which could affect the maintenance of safety standards. The effective force employed in the field last year was 110 man-months, or 65 per cent of the full amount,

compared with 77 per cent in 1986. Efforts have been made by the Government to ensure that more safety inspectors are recruited following a report into the fire at King's Cross underground station in which 31 people were killed. The report was critical of the lack of resources applied to safety procedures by London Regional Transport, which is responsible for the capital's underground rail network.

British Rail has also carried out a thorough review of selection and training procedures.

High Court defers London Life merger bid

By Raymond Hughes

THE HIGH Court yesterday agreed to defer until February an application seeking the court's approval of the proposed merger between London Life, UK mutual life insurer, and the Australian Mutual Provident Society.

The hearing will follow a fresh extraordinary general meeting (EGM) of London Life on January 22 at which a vote on the merger will be taken.

The Court of Appeal ruled last week that an EGM on October 19, which ended in uproar, had been invalid.

Lawyer Mr Philip Heslop, asking for an adjournment until February, said London Life's board was convinced that the merger was in the best interests of the company and of its members and policyholders.

The board was concerned about the potentially damaging effect which the delay and uncertainty would have on the company and its standing in the market. The company was anxious that the merits of the scheme should be ruled on by the court as soon as possible.

The board had been advised, Mr Heslop said, that it had the power, without the sanction of a special resolution by the members in general meeting, to seek the court's approval of the scheme.

Nevertheless, the board had decided it would be more appropriate to call another EGM, hoping in that way to avoid further divisive, expensive and potentially damaging disputes.

Mr Stephen Walkley, one of the dissident policy holders, told the judge that the root of the problem was the lack of information given to members by London Life. He said he wanted the company to draft fresh proposals taking account of members' comments and to include a statement from the objectors with its circular for the new EGM.

Mr Heslop urged that London Life should be allowed to take its own course, mindful, when drafting the circular for the fresh EGM, of the criticisms made by objectors.

Mr Justice Hoffmann, granting the adjournment sought by London Life, said the company was entitled to have the merits of the proposed merger adjudicated on by the court in one hearing and not in instalments.

Abbey National may offer free shares to members

By David Barchard

ABBEY NATIONAL, Britain's second largest building society with assets of £26bn, is believed to be planning a free issue of shares to its members when its stockmarket flotation takes place next year.

The tax obstacles in the way of such a handout were removed in amendments to the Finance Act last summer after discussions between the building societies and the Government.

As a result, each of the society's 5m members will stand to benefit directly if they vote in favour of the flotation of the society, at an extraordinary general meeting expected next spring. The building society is taking advantage in a recent change in the law to permit mutual societies, which are owned by their depositors, to become public companies.

Abbey National yesterday refused to comment on its flotation plans, saying only that further details are likely to be announced in mid-February when it launches a nationwide campaign to explain its plans to its members.

A free allocation of shares is widely expected because it would help Abbey National's board clear the daunting hurdles set by the Building Societies Act on incorporation. These say that at least 20 per cent of members must vote on the issue and there must be a majority of 75 per cent in favour of the change.

While Abbey National has always been confident of obtaining this majority, a vociferous group of members opposed to flotation has

Government ad campaign aims to calm egg fears

A NATIONWIDE advertising campaign will be launched by the Government this week to try to calm public fears over the possible health risks of eating eggs, writes Lisa Wood.

The campaign will be spearheaded by a series of newspaper advertisements which will seek to get an "eggs are safe" message across to consumers who may be at risk from salmonella infection should they eat a contaminated egg.

Retailers are also planning to give free leaflets to shoppers on how to store eggs and cook them.

Mrs Edwina Currie, junior health minister, caused consternation in the industry and among egg eaters 10 days ago when she suggested most eggs were infected by salmonella.

Retailers are reporting egg sales down by between 10 and 15 per cent last week.

Egg producers are urging the Government to pay compensation to the industry which claims it has suffered losses of at least £20m in lost sales.

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Need to communicate? Need to compute? The answer is

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David and Gillian Bates, co-founders of Woodsett Projects, a West Midlands manufacturer of giftware, plan to be at the Birmingham International Spring Fair in February — along with about 3,000 other exhibitors.

The sheer size of fairs like this means it is only too easy for a small company like Woodsett, employing five people and with sales of just £75,000, to be overlooked. Even after spending £1,500 on space and on mounting a stand, its efforts will appear modest alongside its larger competitors.

One answer to the problem of bringing small companies and buyers together has been a series of special fairs arranged by the London Enterprise Agency (LEntA).

Twenty-nine small companies producing consumer products displayed their wares in a corner of the entrance hall to E&NTA's headquarters at E&NTA's sixth Profit in Store exhibition in London last week.

They met buyers representing many of the major department store groups in Europe, the US and Japan, who were searching for the innovative, stylish product with a British flavour.

The popularity of these exhibitions has led to them being taken up by other small business support organisations around the country. They have created a network of outlets for smaller businesses alongside the traditional craft fairs, which appeal to the general public, and the larger trade fairs held in Birmingham, Harrogate and London.

"At a show like Birmingham you have to hunt a lot to find the one company with a new idea," says Chris Bouchard, visiting Profit in Store for the British Isles Buying Agency, which represents US department stores. "But I'm interested in half a dozen here."

The smaller shows are also more affordable for the small company. Profit in Store charges exhibitors just £50 though for some small companies exhibiting for the first time there are the costs of setting up a stand.

Nicola Graham, whose Painted Furniture Company started up six months ago, spent £500 on professional photographs of her work for use on the stand and in promotional literature.

Unlike most trade shows, which are open to any exhibitor who can afford it, Profit in Store has a tough selection policy aimed at weeding out those companies which have products not considered suitable for

Exhibitions

How upmarket producers can benefit from taking a stand

By Charles Batchelor



the department store market or which would be overwhelmed by a sizeable foreign order.

The 29 small companies which took part this year were selected from 211 applicants by E&NTA and the Export Buying Offices Association, the 23 members of which represent a wide range of department stores around the world.

Buyers are keen to deal with small companies because their products are usually unique and leading department stores will often pay well to have them in their displays. The disadvantage of the small company is that it lacks resources which may mean it is not able to deliver the volumes needed.

"The problem is that many of the exhibitors use outworkers paid on piece-rates," says Mike Gutteridge, chairman of the Export Buying Offices Association. "They often have difficulty controlling quality."

Peter Welsh, a director of Dittoware, a Whitby-based maker of table and kitchen crockery, says he has become aware of how important the quality question is since a recent visit to Germany. He

admits to surprise at how bad the image of British manufacturers is in Germany and is slowing his plans to expand into the German market to meet his potential customers' demands that he establish a local warehouse to ensure prompt delivery.

Many of the manufacturers of craft items which sell well abroad are simply not geared up to producing in the volumes that department stores might require. Gutteridge recalls that a few years ago the owner of one small company burst into tears when a Japanese buyer ordered 1,000 of her particular product. "She said we were turning her into a factory," says Gutteridge.

For while buyers are looking for products with a degree of exclusivity items must not be too specialised in their appeal or too expensive to fit into the range of a department as opposed to a specialist store.

Ambition is not a problem for most of the exhibitors at Profit in Store. Ivor Leslie-Rose, co-founder of True Colours Knitwear, has expanded turnover to £70,000 in the two

years since he decided he wanted more than a stall in Covent Garden Market.

He is keen to build up business in continental Europe to counter the problems of selling to what he calls a "nickle" US market. He believes he would have no trouble adding to the 60 or so home-workers who already produce his brightly coloured garments, though he is concerned about finding the finance which would be needed for expansion.

A problem for the buyers is to find a product which will look right on display in an expensive store. "What looks good at a craft fair doesn't always look good when it's on display in a Macy's or a Bloomingdale's," says Richard Watts of Associated Merchandising Corporation.

LENTA's Tim Baldwin, who helps select exhibitors for Profit in Store, says foreign department store buyers are also looking for items which will travel easily and cheaply. A manufacturer of lampshades, which are light but large items, would have difficulty exporting, he says.

Items for export must also meet overseas safety standards concerning electrical wiring, the toxicity of paint or the flammability of clothing.

Pricing goods for export requires the small company to take into account the additional costs of transport, insurance and possibly discounts to the intermediaries involved, warns Baldwin. The products must be able to bear these extra costs and still remain attractive to the buyer.

Intense competition for the department store market from other European countries, the Far East and increasingly the US, means buyers have less time to spend chasing up small companies scattered around the country.

"Trips of four to five days have been reduced to 1½ days," says Gutteridge. The buyers will no longer jump into a car and visit someone's factory. We have to bring the sellers into our offices."

This is likely to mean that the trade shows and exhibitions become an even more important market place for the small company. But even when initial contact has been made with the buyer, the manufacturer must follow this up with phone calls and further meetings to do the deal. "We've had a lot of interest but I don't expect anyone to place orders here," says Painted Furniture's Nicola Graham.

LENTA, 4 Snow Hill, London EC1A 2BS. Tel 01-236 3000.

VIETNAMESE ENTREPRENEURS

Struggles of an ethnic community

David Sparks on official and unofficial help for an emigré population in London

Nhu Toan Tran was a team captain in Vietnam. Now, in the UK, he makes cooking ranges for Chinese takeaways and restaurants, and has gone on to designing restaurants and fitting them out, undertaking contracts worth £100,000 each. Toan Phat Ltd in south east London turns over £500,000 a year. The name, he says, translates as "Toan not poor" any more.

His success is exceptional. Kim Huong Le, community organiser for the 2,500 Vietnamese in Southwark borough (about an eighth of the total in Britain), says that 65 per cent of those of working age are unemployed.

The Vietnamese are a very diligent group, says Douglas Hartman of Peckham Enterprise Centre, which administrator £200,000 put up by Lloyds Bank and the Government's Task Force to promote businesses in that part of London. But language is a problem.

Young Vietnamese speak good English. But only a small minority of those who came to Britain as adults pronounce it in an easily intelligible way.

Va Hoa Hoang, a young Chinese from North Vietnam who runs Thames Motors in a railway arch in south east London, turned this to advantage. Vietnamese motorists who could not understand English garagemen helped him to get going.

But language is a major obstacle encountered by Le, the enterprise centre and the Task Force as they seek to promote businesses and training for Vietnamese job-seekers. (The Task Force has just put up £12,000 to promote Vietnamese training and education.)

The language problem pushes Vietnamese businessmen into dealing in food. "In this business we don't need much English," says Ngo Diem, whose Mong Kai Bakery supplies a Chinese supermarket in Soho. "At my age it is difficult to study English."

Hoai Vinh Hua, who once ran a lock-making factory in Hanoi, has invented a board game, Military Affairs Chess. His problem is to get shops to stock it without the support of heavy advertising.

From the Lloyds Bank/Task Force fund, new businesses in Peckham can get grants of up to £2,500 for intangibles such as marketing and loans of up to £5,000 at 3 per cent for equipment. Ngo got a year's rental holiday and a £5,000 loan from Southwark Council. There is also the enterprise allowance of £40 a week for a year.

But it cost Ngo £10,000 to fit out his bakery, plus £7,000 for the oven. He cannot make the extra investment necessary to carry on for Marks and Spencer or J. Sainsbury.

Le says that the Vietnamese have had a poor response from the banks — "For a loan, banks want security and most of us did not bring any wealth with us." He points out, too, that after only about eight years in Britain, the Vietnamese community does not have the resources of the Pakistanis, Indians and Chinese.

Le has helped about 11 businesses to get off the ground in cleaning, car repair, fashion, food. The typical businessman is a former South Vietnamese officer, or a Chinese who left North Vietnam after the China-Vietnam war. He and his wife work long hours, with some help from children.

Toan left Vietnam with his family in a boat he built and reached Britain via Singapore. He knew only about fighting and freedom, he says, for he had gone straight into the army. He learned engineering by watching other workers in a REME workshop and went to work for Marks and Spencer or J. Sainsbury.

"My wife always wanted to have a restaurant. She is the chef at the back. I am at the front. Our daughter helps me and also helps her mother. We just want to have a local, family-run business. In three years we have not had a single day's holiday. We open seven evenings a week," he says.

"This was the first London restaurant with authentic Vietnamese owners. We tend to do spicier food than the Chinese. We use water rather than oil, and fish sauce, not soya sauce. We get French people, Australians, Americans quite a lot of the meal, you're talking about £10 a head. We don't have high overheads."

Nguyen Duc Cung, an office and car dealer back in Vietnam, was in the same prison camp as Le after South Vietnam's collapse. His hobby as a boy was palmistry and, after having got a reasonable grasp of the language, he first made a living in Britain by reading the palms of passers-by at Covent Garden.

He went on to get a stall there selling Chinese handicrafts and he now also has a small supermarket in east London, bought with the help of money his wife brought from Vietnam where she ran a jeweller's.



The Lam: not a single day's holiday in three years

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The cookers are large gas hobs which, in use, are filled with water between the burners. He has sold 1,000 at £2,000 to £3,000 each. He has fitted out three restaurants in London, Norwich and Brighton and is working on two more.

For the decor, he brings in vases from Taiwan and gets skilful embroiderers to produce well pictures on rich red cloth. He feels that, to expand further, he now needs an English partner.

The Lam, who, with his wife Huu, runs the Dalat restaurant in Kilburn, was among 4,000 people on the last ship to leave before Saigon fell. He got a job with Christian Aid and then with Phillips Petroleum, for which he organised materials supply in the Ivory Coast and at Aberdeen.

The Dalat is in a house bought with the help of his Phillips savings and a mortgage. It is named after the hill resort that his wife comes from.

"My wife always wanted to have a restaurant. She is the chef at the back. I am at the front. Our daughter helps me and also helps her mother. We just want to have a local, family-run business. In three years we have not had a single day's holiday. We open seven evenings a week," he says.

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Foul

TECHNOLOGY

Switch of acid to ease sludge hazard

By Dal Heyward

THE environmental problems caused by the waste from titanium dioxide production could be solved by a process developed in New Zealand.

Titanium dioxide is an important chemical in the manufacture of paint, plastics, paperboard and heavy glossy paper. Current production methods involve sulphuric acid, which leaves rust-red ferrous sulphate sludge and waste machines.

In their most simple form, the games available are text based and tend to have limited graphics or none at all. Each player adopts the role of one of the characters in the story and sets about a series of tasks.

The player is presented with problems on screen and must tap in possible answers. The program evaluates the answer by using a words entered by the player with the passwords needed to solve the problems set by the programmers.

Early games had inflexible parsers which had difficulty understanding even the simplest of sentences. But more recent programs have proved much easier to use.

As the game progresses, the player must gather both the items and information needed to solve all of the puzzles. Text-based adventures need a certain attitude of mind, a methodical manner and considerable logic.

Among the most popular games this year is an adventure called Corruption (Magnetic Scrolls, £24.95) which is set in the yuppie-ridden City of London. The main character, who has just arrived as a partner in a new BMW car, is being set up by his cocaine-smoking colleagues to take the blame for an insider trading scandal.

The aim of the game is to avoid being convicted by the fraud squad or murdered by a particularly evil cocaine baron.

Corruption has its humorous moments. Initially, none of the game's all-singing, all-dancing British Telecom telephones work. This is despite the fact that Magnetic Scrolls, the company that wrote the program, is part of British Telecom. The Financial Times makes a brief appearance, but thankfully appears to play only a minor role in the proceedings.

Machines with a colour graphics adapter card - which offers four different colours and a resolution of 320 x 200 pixels - can run games with more complicated images. Among those available are traditional products in computer



Just playing at City 'Corruption'

Paul Abrahams conducts a little practical research into computer games for adults

nothing salacious is contained. It is a spoof on the 1930s Flash Gordon adventures, the object of the game being to save the world from the Leather Goddesses. The main character can be male or female, depending on which of two lavatories is chosen at the start of the game.

Another popular product from Infocom is the Hitchhiker's Guide to the Galaxy (£24.95). Hitchhiker's was co-written by Douglas Adams, author of the radio series and book of the same name.

Although the plot is different from the originals, it does contain a number of familiar characters, including Arthur Dent, Ford Prefect, Zaphod Beeblebrox, Trillian, Marvin the paranoid android and a Vogon captain with an unpleasant taste in poetry. Alas, this particular player never succeeded in putting the Babel fish in his ear, which would have enabled him to enjoy the full delight of Vogon poetry.

Machines with a colour graphics adapter card - which offers four different colours and a resolution of 320 x 200 pixels - can run games with more complicated images. Among those available are traditional products in computer

format such as Trivial Pursuit (Domark £24.95), Scrabble and Diplomacy (Virgin Software, £24.95). The suppliers say that the computer versions of these games allow individuals to play solitaire, or the computer will supply other "players" to make up the numbers. One advantage of the computerised Diplomacy is that the software resolves all arguments between players.

For those lucky enough to have a machine with an enhanced graphics adapter board - with a resolution of 640 x 350 pixels and 16 colours - the range of games available is greatly enhanced.

One which takes full advantage of the extra resolution and colours is a flight simulation called Falcon AT (Mirrorsoft, £24.95). Mirrorsoft claims that this F-16 aircraft simulation has been used by the US air force in helping to train pilots.

Falcon can be played at five levels ranging from Lieutenant to colonel. At its easiest level, it is possible to take off and fly within about five minutes. At higher levels, however, flying is far from easy and is made all the harder by enemy aircraft Larry and PLO. In both cases, the virus was capable of destroying all data on hard disks. If games are going to be used on business machines containing valuable data, it is well worth the expense of buying them from shops.

All prices quoted are for versions which are IBM-compatible. Games were tested on an IBM PC.

There is a downside to computer games, however. Their increasing popularity has been accompanied by widespread illegal copying and such infringement of copyright has increased the risk of computer viruses and Trojan horses. (A virus is a piece of software which has the ability to copy itself from one system to another. A Trojan horse is software concealed within the virus which, when activated, will carry out a predetermined task.)

The advantages of buying software from shops in sealed packages are considerable - except for the cost. The disadvantages of having a friend copy a cheaper software illegally can also be considerable.

In recent weeks City of London institutions have been hit by viruses in two pirated games, called Leisure-Suit Larry and PLO. In both cases, the virus was capable of destroying all data on hard disks. If games are going to be used on business machines containing valuable data, it is well worth the expense of buying them from shops.

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The recordable compact disc

TAIYO Yuden, the Tokyo electronic components and magnetic tape manufacturer, has developed recordable compact discs (CDs) to the manufacturing stage. It is making them available to digital recorder designers interested in exploiting this potentially important market.

Although consumer availability of such recorders raises the same, unresolved, copyright problem as DAT (digital audio tape), the situation is different in professional publishing and computing. There, CD players are freely available and in use for information storage and retrieval.

Taiyo Yuden believes that relatively cheap, small studio recording systems will allow performers and information providers to produce relatively small quantities of CDs, so obviating the need to go to a large CD pressing company.

Recorders are being developed, but the company will not reveal by whom, indicating only that they will probably come on to the market late next year. The discs, called CD-R, meet the Philips/Sony "Red Book" requirements.

The technology will be competitive, in the computing world, with that already introduced by Hitachi and others on the slightly larger (5.25 in) "write once read many times", or Worm, disc. The 4.7 in CD-R disc, however, has the advantage that it can be played on the 44m existing CD and CR-Rom players.

CD-Rom (read only memory) is the text/data version of CD, allowing text and graphics to be brought up on a personal computer screen.

But the future in this area is unclear. Many in the computing industry believe that optical recording will not make an impression until fully erasable systems are available at prices, and with access times, that make them competitive with magnetic players.

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players.

The machine can deal with bound volumes and has a lens system with large depth of field, which allows all the details to be picked up from books that are not completely flat.

(CVD) machine. The technology has been licensed from the UK General Electric Company (GEC), and the first £250,000 machine has been bought by GEC for the production of displays which are believed to be for military aircraft applications.

The Rytrak machine is said to have overcome a problem often encountered when making large flat displays, that of laying down very thin, uniform layers of materials like polysilicon. It is claimed that the new machine can do this successfully on areas up to 14 in square.

Such "translator quality" silicon is necessary for the fabrication of both the coloured pixels (picture elements) and the microscopic electronic circuits needed to drive the display.

The company says that the whole display can be driven with only three external wires. These carry a continuous stream of signals that can switch each pixel on or off and adjust its brightness. The use of polysilicon gives pixel switching that is fast enough for clear television pictures.

Although the maximum display size limits "hang on the wall" television applications, Rytrak foresees a personal set which opens like a book. It would have a memory that would enable it to start recording a programme when the "cover" was closed. The viewer could pick up the programme where he left off by opening the "book" again.

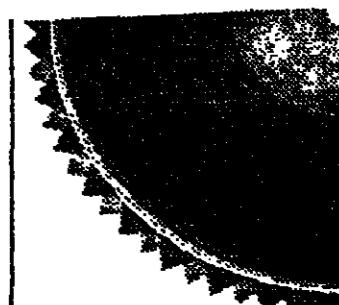
Facilitating the desk-top scan

FACIT, the computer company which is part of the Norwegian Design Function group, has launched a document scanning system for £295.

Designed for direct document input into desk-top publishing systems, the model ASR1 is easy to use and can scan an A4 document in 12 seconds.

After scanning, the image is translated into standard format which allows basic elements (pixels) of the image to be edited on screen. Also the image can be cropped, rotated or inverted.

The machine can deal with bound volumes and has a lens system with large depth of field, which allows all the details to be picked up from books that are not completely flat.



WORTH WATCHING

Edited by Geoffrey Charlish

A dwarf that grows to a giant

AN ACCESS platform, which can raise a person to 8.7 m (28 ft) but which can be retracted to pass through a single door, is available from Simon Eurolift of Cork, Ireland.

Called Gofor 90, the unit can be towed by a small car or van to a site and then manoeuvred into place by one man.

The company says that it will be possible to use the new platform in buildings which most such units would have difficulty entering.

A secret coder to carry around

HUSKY Computers, of Coventry, a leading British maker of hand-held machines, has teamed up with Cossor of Harlow (part of the US Raytheon electronics group) to develop and produce a tactical data encryption system for the UK Ministry of Defence.

A variant of Husky's Hawk portable will be used with the coding system and modem needed to meet UK Army specifications.

Tactical data entered on the Hawk keyboard in the field will be encrypted (scrambled) to make it meaningless to all but the recipient and then processed for radio transmission in the modem (modulator/demodulator).

Similar equipment at the other end of the radio link will reproduce the text and data on a screen.

CONTACTS: Taiyo Yuden: Tokyo, 632 0101. Rytrak: UK, 051 259 6221. Facit: UK office, 0534 830008. Simon Eurolift: Republic of Ireland, 21 553011. Husky: UK, 0203 606131.

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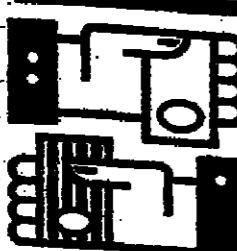
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FINANCIAL TIMES SURVEY



Spending on advertising in the UK may level off as new TV and radio outlets begin to compete,

writes Philip Rawstorne. But buoyant spending in Europe should encourage British agencies which have been strengthening their position on the Continent.

Time to find a partner

IT HAS been another bumper year for the advertising industry. Advertising expenditure is expected to total close to £7bn, compared with £5.8bn last year, according to Advertising Association (AA) forecasts.

Over the first six months of the year, television revenue rose by 15 per cent, total press advertising by nearly 20 per cent, and radio revenue increased by more than 30 per cent.

But the most remarkable feature of the year's growth so far has been in recruitment advertising — up by 80 per cent in regional newspapers, and by more than 100 per cent in free newspapers, in the first quarter of the year.

Mr Mike Waterson, AA director of research, says that the main influence over the next two years will be the growth of consumer spending and the level of corporate profits. "The massive classified boom looks as though it may be about to come to a halt. The display boom is very likely to diminish," he says. "But there is still the likelihood overall that the good times still have a reasonable chance of continuing, at least until the end of 1990."

Mr Waterson predicts real growth of around 4 per cent next year, declining to 2 per cent in 1990.

That suggests expenditure in the UK may be levelling off as the new television and radio outlets, outlined in the recent Government White Paper, begin to compete for advertisers' money in the early 1990s.

Mr Waterson warns that other factors could also limit future growth. There is the possibility of bans on total categories of advertising. "Optimists believe only £100m of tobacco advertising is on the line. Realists know better ... many pressure groups [are] involved in seeking a ban on alcoholic drink advertising — some £200-230m of expenditure."

Recent moves by Grand Metropolitan and others to establish balance sheet values for brands could also affect advertising. Mr Waterson says. The crucial question is how advertising is treated in companies' balance sheets and by the Inland Revenue. Up to now, advertising has been tax allowable as a cost, but if brands are established as an investment, it might be thought logical to treat advertising in the same way and make it a post-tax charge.

"One possible result could be that companies might spend less on advertising than they do now. The implications ... could well be considerable,"



Advertising

Waterson says. The deductibility of advertising expenditure is already a live issue in the US.

But if such uncertainties are beginning to cloud future growth in the UK, buoyant advertising spending is forecast for the major European markets up to 1992. In Spain, real growth of 20 per cent is predicted next year, and between 12-15 per cent over the following three years. By 1992, the Spanish market will be worth more than Pta400bn (£1.9bn); the Italian market,

growing at around 7 per cent a year, £4,000m (£1.7bn). In France, advertising spending is set to rise by an average 6 per cent to FFr60bn (£2.8bn); in Germany, by a steady 5 per cent a year to DM17bn (£5.4bn).

That should raise the optimism of British advertising agencies which, for the past year or so, have been steadily strengthening their position on the Continent.

Urged on by a £15m Government advertising campaign, London-based agencies, like many of their corporate cli-

ents, have begun to prepare for the European single market. Throughout the past year, agencies with European networks in place have been reorganising their management structure and there has been a constant stream of mergers and alliances with European agencies.

After taking a 49 per cent stake in France's Groupe Bellier, WCRB acquired a 50 per cent interest in the leading French media buying independent, SGGMD.

Footes Cone & Belding

merged its relatively weak European operations with those of the French agency, Publicis; Lowe Howard-Spink & Bell merged its French business with Quadrillage. WPP linked with Partner of Belgium. Lopex has continued to extend its Alliance network, taking a stake in a Frankfurt-based agency. It now covers 11 European states. Yellowbeam set up a joint venture in Paris. Mills & Allen, the UK's largest poster company joined forces with Avenir Publicis to establish a European chain.

WCRB, to some extent, anticipated the Saatchi strategy in allying itself with SGGMD of France. Young & Rubicam has joined Havas of France in a joint venture; and Ogilvy & Mather has been engaged in long discussions with Omnicom about amalgamating their world-wide media operations.

Among the UK media independents, which over the past decade have been the driving force of the sector, size as well as specialisation has also suddenly acquired importance. TMD, the biggest independent, recently bought Yerush Media. And others are seeking closer links with European independents.

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Even the smaller agencies got into the act. Wattis Lord, of Oxford, Roger Mayer BSW, in Switzerland, and Prosegul, of Austria, took the lead in setting up COMIN, a pan-European collective of independent agencies.

The hunt goes on for partners. Such is the demand that the Institute of Practitioners in Advertising has set up an agency-matching file in response to "constant requests" from other UK and EC agencies for help in forming joint ventures.

At home, there were some mergers, too. Saatchi & Saatchi folded one subsidiary, Ted Bates, into another, Dordland, to form BSB Dordland, which thus became the UK's second biggest agency with billings of £175m; and Boase Massini Pollitt took over Davidson Pearce, lifting the agency into fourth place in the UK league, and positioning itself for a foray into Europe.

But the move that has really rocked the industry this year has been Saatchi & Saatchi's decision to centralise its media buying operations of its four UK agencies around newly-acquired media independent, Ray Morgan & Partners. The new company, Zenith, with billings of £700m, some 17 per cent of the market, was set up in response to the growing concentration of media ownership in the UK and elsewhere in Europe.

Though the venture could face many problems, not least that of potential conflict between clients in the same line of business, the negotiating strength it is likely to give Saatchi in the media market has prompted rival advertising agencies as well as the media independents to attempt to build their own muscle.

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Advertisers are watching developments warily. For them the future already seems complex enough with the opening of the European market, the restructuring of UK broadcasting and the spread of satellite and cable television, and an increasingly fragmented market.

The key questions being asked of forthcoming changes are:

- Will the advent of new channels increase viewing, thus bringing down the cost of television advertising, or will they fragment audiences, making mass markets more expensive to reach?
- Will the proliferation of television stations make television advertising campaigns more difficult to buy?
- Will there be enough revenue to ensure the high quality programming that advertisers need?
- How can all the channels be measured to provide comparable audience figures?

The Government White Paper, which at first glance seemed to meet so many of the demands of advertisers, long-ago frustrated by the increasing costs of the ITV monopoly, does not, on closer perusal, offer quite the relaxing scenario that had been expected. "UK clients," says Mr Winston Delaney, chairman of Delaney Fletcher Delaney, "will look back on this era as a golden age when mass audiences could be reached without the expense of buying time on hundreds of different media."

Meantime, those mass audiences are being chased with unremitting vigour. Leading the pursuit are such familiar names as Unilever and Procter & Gamble, Nestle and Kellogg. But the banks, insurance companies and building societies are pushing close behind, and there has been a rush of retailers. Unilever retained its place last year as the holding company with the biggest advertising spend, £104m, according to Media Expenditure by Analysis (Meal). The Government occupied second place with £88m, and has been controversially extending its advertising campaigns this year.

Though no single financial institution figured higher than 37th in the spending list — National Savings Investment Account — several featured among the fastest rising brands of 1987, and financial sector advertising is estimated to be growing at the rate of 15 per cent a year.

What will be our brands' Strengths and Weaknesses, and what Opportunities and Threats will they face in the new competitive situation?

2. What consumer research do we need to identify consumer needs/market gaps/matches common to several countries and large enough to make a new "Euro-Brand" viable?

3. Who will have ultimate responsibility for profit for each brand throughout Europe? Will he/she have adequate power in each country?

Three of the seventeen essential questions on the Ogilvy & Mather 1992 strategic check list.

For help with the answers and all the other questions call O&M.

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For information about the O&M 1992 Study, the Strategic Action List and the other ways Ogilvy & Mather can help you in Europe contact: Peter Warren, Chairman Ogilvy & Mather Europe, Brettenham House, Lancaster Place, London WC2E 7EZ. Telephone: 01-836 2466. Ogilvy & Mather

ADVERTISING 2

The top 20 agencies - October 1987 to September 1988

	Total £m Oct 87-Sep 87	Total £m Oct 87-Sep 88	% Change
1 Saatchi and Saatchi	160.1	203.1	26.9
2 BSB Dorland	183.8	175.4	-4.6
3 J Walter Thompson London	153.3	172.3	12.4
4 BMP Davidson Pearce	134.8	136.9	1.6
5 D'Arcy Masius Benton and Bowles	108.1	128.8	21.4
6 Ogilvy and Mather	104.0	114.7	10.3
7 Lowe Howard-Spink	69.9	94.8	35.6
8 Young and Rubicam	83.3	93.1	11.8
9 McCann-Erickson London	90.2	90.7	0.6
10 WCRS Mathews Marcantonio	50.9	77.1	51.5
11 Collett Dickenson Pearce	68.8	72.8	5.8
12 Abbott Mead Vickers SMS	51.7	70.0	35.4
13 Allen Brady and Marsh	57.5	69.5	3.5
14 McCormick Publicis	46.3	57.4	24.0
15 Grey	47.7	57.3	20.1
16 Leo Burnett	44.8	54.1	21.3
17 Lintas	44.6	49.4	10.8
18 KHBB	35.7	45.3	26.9
19 Gold Greenless Trott	38.5	45.2	18.8
20 Bartle Bogle Hegarty	36.0	43.4	20.6
Total	1605.8	1841.3	14.7

Source: Charlotte St only; JWP: Berkeley Sq only; BSB Dorland: 12 months total of Dorland and Ted Bates

Source: Campaign

Quoted agencies are becoming more efficient

Eyes towards Europe

THE CITY of London still looks on advertising agencies with a jaundiced eye. On the stock exchange this year, the agency sector has been marked by depressed prices and sluggish trading. Out in the real world, by contrast, advertising business is booming, and creativity is as sharp as ever.

A survey by stockbrokers, James Capel, of 12 publicly quoted agency groups, shows an average profit margin of 13.5 per cent which, it predicts, should reach 15 per cent over the next two years. Yellowhammer leads the field with an operating profit margin of 34.7 per cent, followed by Abbott Mead Vickers (26.6), and Gold Greenless Trott (24.6). The Capel report says that since 1981, "profitability has steadily climbed to new highs... due to the increasing contribution from below-the-line areas where operating margins are higher than advertising... [and] to the improved efficiency in agency groups."

"These efficiencies are almost certainly a result of significantly improved management over the last five years, brought in as a response to the increased demands and scrutiny that goes hand in hand with being a public company."

The Capel survey also concludes that the quality of earnings of agencies, measured by their ability to keep clients, is exceptionally good. During the year to August, some 12 per cent of accounts on average moved from one agency to

another. But much of this movement occurred among the smaller advertisers, companies which had recently started advertising or whose business had seasonal or fashion elements. In the biggest advertising sectors, the tendency to move brands was well below average.

After the previous year's difficult forays into the United States, the industry's attention has turned towards Europe. London agencies have been limbering up for 1992,

A survey by James Capel predicts that profit margins should reach 15 per cent over the next two years

building extra muscle and toning up their management structures.

At home, there was some rationalisation. Saatchi & Saatchi merged its two subsidiaries, Dorland and Ted Bates, into BSB Dorland, which then took over J. Walter Thompson to occupy second place in the UK advertising league published by Campaign.

Boase Massini Pollitt merged with Davidson Pearce - a move that won some praise from City analysts, and lifted the combined agency into fourth spot in the league. WCRS Mathews Marcantonio - without the benefit of acqui-

Philip Rawstorne

Philip Rawstorne

FINANCIAL services advertising, as any night's television viewing shows, continues to increase at a tremendous rate, despite the effects of last year's stock market crash and the headaches of new regulations.

With the enlisted aid of celebrities such as George Cole, Joan Collins, Rowan Atkinson and Jonathon Ross, scarcely a month has passed this year without one or another financial institution figuring in MEAL's top 10 lists of television or national press advertisers. The Advertising Association expects a 15 per cent increase in financial advertising this year to a total spend of around £265m on television and national press alone. Growth is expected to continue at the same rate next year - this is one activity likely to be stimulated by high interest rates.

The growth in financial and business-to-business advertising has this year stimulated the formation of two new specialist agencies: Saatchi & Saatchi Business Communications and DMB&B Financial. Both were launched on the premise that the financial and business sector was proving too complex for agencies that had been wedged on cars, food, and drink to handle effectively.

A Research Business survey for DMB&B showed that even the agencies themselves ranked financial advertising among the worst and least understood. Their clients in the financial institutions appeared rather more satisfied, rating the advertising above that for consumer durables and government services. Though one client acknowledged: "You have to be more inventive with financial - because otherwise it can seem dull."

But despite the rapid increase in financial advertising and in corporate advertising, of which British Steel with a spend of £17m was this year's leader, this so-called "new money", says Mike Waterson, of the Advertising Association, has not been as "significant in total terms to sustain growth as the old faithfulness of food, retail, car and drink advertising".

The fast-growing agency this year, however, has been GGK which, with £25m of new billings, has more than doubled its size.

The reputation of London agencies for creativity continues to ride high - and though one US guru has recently suggested that British advertising is getting too humorous for its own, or its clients' good, British agencies took two of the four Grand Awards and no less than 12 gold medals in competition with 40 countries at the recent Film and TV Festival of New York.

And though, by the end of the year, it is likely that Unilever and the Government will again be vying for the overall leadership of the big spenders,

Retail advertisers still top the big spenders' league, but...

New money requires new specialists



TV celebrities have enlivened financial services advertising

this year's list is expected to show another marked surge in the car sector, which rose by 14 per cent last year, when, according to MEAL, total car advertising reached £22m, or nearly 2 per cent of sales.

From the moment Peugeot launched its controversial, blazing sugar-cane fields commercial at the turn of the year, the battle for sales between the major car manufacturers has been intensely fought. Austin Rover already holds a prominent position in the advertisers' league, with an estimated £12.2m spent so far during the year in support of the Metro

hatchback, and a further £10m on the Rover 300 model.

In the drinks market, the

fight continues between the

lagers - notably Tennent's, Carlsberg, Carling Black Label, Fosters, Heineken, and Miller Lite, one of this year's major winners in the IPA advertising effectiveness awards. Brewers

spent nearly £200m on adver-

tising in 1987, more than two-

thirds of it on lager; but the

crowded field has not deterred

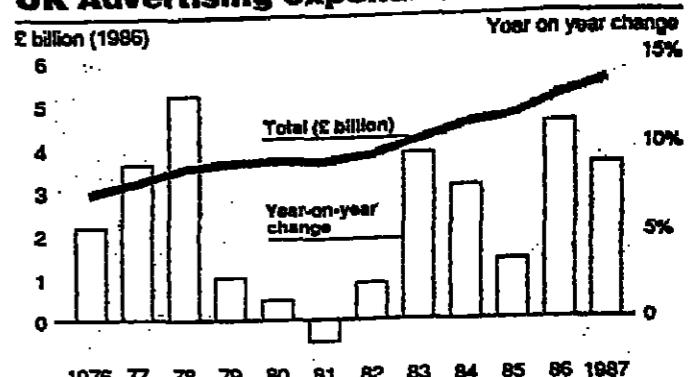
others, such as Molson, from

attempting to gain a foothold

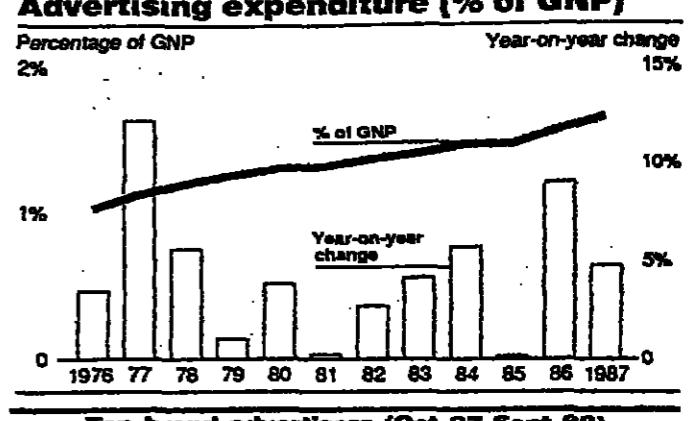
this year.

Philip Rawstorne

UK Advertising expenditure



Advertising expenditure (% of GNP)



Top brand advertisers (Oct 87-Sept 88)

Brand	Expenditure (£ millions)
B&Q Supercentres	16,969
British Steel Corporate	16,631
Dixons Photographic/Audio	15,940
Woolworth Stores	15,159
McDonalds	13,768
Nestle	13,538
Currys Stores	13,522
MTS Stores	12,744
Whistlers Supermarket	12,293
Austin Rover Metro Hatchback	12,245
McDonalds House Coffee	11,570
Comet Warehouses	11,481
Ariel Automatic Powder	10,981
Benson & Hedges Spec. K/S Filter	10,716
Pedigree Chum	10,527
Austin Rover 300	10,326

GOVERNMENT ADVERTISING

Labour alleges partiality

THE BRITISH Government has this year found itself at the centre of renewed controversy over the way in which it spends taxpayers' money on advertising campaigns.

With one of the country's biggest advertising budgets under their collective control, ministers insist that the nearly £100m spent during 1988 has been used exclusively to provide information of general interest to the public. Their political opponents, meanwhile, accuse them of blatantly promoting partisan propaganda and of ignoring all the ground rules intended to curb such abuses.

It is an old argument stemming as far back as the mid-1970s when Mr Harold Wilson, as Prime Minister, ran into problems promoting his Government's counter-inflation strategy.

In 1985 the Widdicombe report responded to renewed concern over the issue by spelling out a code of conduct for local authority advertising, which reaffirmed the principles that the content, tone and presentation of publicity should not be party political. Its distribution, the report added, should be carefully controlled and the costs fully justifiable.

Neither has the present government been slow in highlighting and attacking what it believes to be the misuse of public funds for driving home the alternative, political messages of its opponents. This year's Local Government Act was in part designed to prevent local councils, notably those controlled by the Left, from subsidising "propaganda on the rates".

In the last few months, the entire controversy has been revived with a vengeance, given the Government's decision to sanction further, major increases in departmental advertising expenditure.

In 1985-6, the Government spent around £22m on "informational" advertising but by this year the Central Office of Information had budgeted to spend over £25m on a range of campaigns intended to keep the public abreast of changes which may directly affect their rights and responsibilities.

The highest spending departments include Trade and Industry, where spending has come in for particularly close scrutiny, the Health Education Authority and the Department of Employment.

Other major advertising initiatives currently include the continuing AIDS campaign, the promotion of new training schemes for the unemployed and of the new arrangements for social security benefit payments. The Government is also spending money on preparing the public for the introduction of the poll tax and has, for example, just announced a further £2m boost to the drive aimed at discouraging the use of drugs and limiting the spread of AIDS.

With the new parliamentary



Mr Tony Blair: his complaints echoed parliamentary concern

session scheduled to pass legislation paving the way to privatisation of the electricity and water industries, the expected advertising campaigns surrounding their sale will provide additional ammunition for the critics.

Not all the campaigns can be used by the Government's opponents to prove the "propaganda" case, but their objections have been given added weight with indications that some ministers have also been showing signs of concern about the scale of particular departmental advertising budgets and their effectiveness in terms of value for money.

Labour stepped up its offensive in the spring, lodging a formal complaint with the Independent Broadcasting Authority over the Government's alleged use of television to promote its own, political messages.

The principal target was Lord Young's DTI, which in the first three months of 1988 spent over £6m on the first phase of its Enterprise Initiative, intended to promote the Department's new role. Over the same period, the DTI spent another £2m on its campaign to increase awareness within the business community about the arrival of the single Euro-market in 1992.

As a result, the Department's total advertising budget rose from £2m in 1985-6 to £13.5m in the last financial year - as much as in the previous five years combined. Lord Young was stung into defending his Department's high-spending approach in the

Treasury, wrote to Lord Young on the issue. Some ministers interpreted the move as an attempt to curb the DTI's ambitions for spending on advertising.

Lord Thomson of Monifieth, the IBA chairman, has also entered the controversy by admitting concern over the Government's advertising campaigns. He acknowledges that ministers are using the persuasive and visual skills of advertising agencies to a degree which government has not done in the past and concludes that the change entails "the risk of transgressing the line between objective information and making a party political point".

The Opposition argues that, in many instances, the rules governing television advertising in particular tend to favour the Government. While the Government, for example, can run an advertisement promoting a forthcoming privatisation, a television campaign mounted by opponents of the strategy would not, on the other hand, be accepted; while British Nuclear Fuels can encourage visitors to its Sellafield plant, Greenpeace claims it cannot mount an anti-nuclear campaign on the nation's screens.

Whatever the arguments, there are no signs that the Government's advertising strategy is set to change. There is a very full agenda of legislation ahead, and most ministers remain convinced that advertising, within the framework clearly set down, will remain a cost-effective means of telling the electorate of the changes which affect their lives. The recent controversy may, however, lead to closer monitoring of the information and advertising in order to restrict potential abuses and to a little more caution on the part of those who risk overstepping the guidelines.

Michael Cassell

WANTED

Advertisers whose view of media effectiveness is not determined by size of discount nor by size of page. Those whose vision of the market is that it is made up entirely of 18 year old Porsche owners need not apply. Those who employ agencies capable of exploiting any medium, whatever its physical size, are encouraged.

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JP/Julia

MEDIA BUYING, long regarded as the poor relation of the advertising industry, has this year acquired new status.

Recognition of its importance has been growing with the ever-rising cost of television advertising time. Advertisers' minds have also been concentrated on this sector of their operations by the advent of new media, the prospect of the single European market, and the increasing complexity and fragmentation of the advertising audience.

But it is Saatchi & Saatchi that has given dramatic point to the changing scene, with its acquisition of Ray Morgan & Partners, one of the leading media independents around which it has now centred its UK advertising agencies in a new company called Zenith.

John Perriss, Saatchi's worldwide media director, explains the restructuring as a counter to the concentration of media ownership.

In the UK, Perriss points out, Rupert Murdoch has 34 per cent of the national press market; in West Germany, Axel Springer has 65 per cent; and in Sweden, the Bonnier family controls 60 per cent of the weekly magazine market.

Advertisers and their agencies would be negotiating at a disadvantage unless they could match this strength, Perriss says. Saatchi's combined buying power of around £700m a year in the UK, 15-17 per cent of the market, would give it and its

clients a strong negotiating position. Saatchi's clients have so far accepted the strategy, despite some reservations, and a lack of firm promises about reductions in their costs.

Critics have suggested that the main beneficiary will be Saatchi itself; that the move is driven not by any advertising rationale but by the demands of Saatchi's bottom line and the City.

Perriss retorts: "We are doing it because we believe we can get a better deal for our clients, and that means a competitive advantage for us, which in turn means we win more business."

He concedes there are problems – and his rivals have been quick to enumerate them. Size should bring discounts, critics agree. But they point out that skilled negotiators are already getting good deals, and that there is a limit to the use of muscle – demand will still put a premium on prime slots, and media owners are not going to surrender to rates that put them out of business.

Then there is the knotty problem of client conflict. Zenith will be buying televi-

sion time, for instance, for two car manufacturers, Austin Rover and Saab. That could pose awkward questions – is Austin Rover's spending clout being used to get Saab discounts? Will Austin Rover always be given the better slots?

Or is the important question really whether both Austin Rover and Saab get better deals than other car makers outside the Saatchi umbrella?

Finally, critics say, the centralisation of media buying brings closer the practice of "broking", currently outlawed by the Independent Broadcasting Authority. IBA rules forbid the ITV companies from selling advertising time wholesale to an outside agency for retailing to advertisers. But there are many who believe this must change – and who predict that many clients will revolt against it by buying their own advertising time and space direct from media owners, as Unilever, the UK's biggest advertiser, in effect already does.

But whatever the criticisms of Saatchi's strategy, a lot of other agencies have been discussing similar moves. Ogilvy & Mather is talking to Omnicom about the possibil-

ity of amalgamating their worldwide media operations. If they get together, says one agency executive, "everyone else is going to be looking for a dance partner".

Other agency and independent media buyers are also combining to muster greater resources to tackle the complexities of the market and the European dimension.

Wright, Collins, Rutherford & Scott (WCRS) this year acquired 50 per cent of the leading French independent, SCGMD, and formed a joint venture company, Carat Espace, to give it a firm foothold in the European market.

Tim Breen, WCRS deputy chief executive, is at pains to stress that this venture, unlike Saatchi's, is neither centralised nor motivated by any idea of trials of strength with media owners. Carat's advantages will lie, he says, in its combination of expertise in international and local markets, in its flexibility, and in its co-operation with media owners.

The Association of Media Independents says that many advertisers will still prefer to choose their services à la carte instead of from an agency's fixed menu; that expertise and commitment will still be more valuable than muscle.

AMI chairman, Chris Ingram, whose own company, CIA, is one of the largest independents with billings of £45m, says: "Lots of multinational agencies boast of muscle while, in fact, they're simply muscle-bound."

But Ingram, himself, has recently set up two joint ventures, one of them with an advertising agency, and has been talking on behalf of AMI with major European independents in an attempt to tighten existing links.

"Being big," he concedes, "has suddenly become strategically important. Organic growth is no longer enough."

That has also been recognised by the biggest, and the only quoted, media independent, TMD Advertising Holdings, which a few weeks ago paid some £45m for another independent, Yerushon Media.

David Reich, TMD chairman, denies that he is following in Saatchi's footsteps. The two companies will remain autonomous and compete for business.

But if the tactics are different, the move is clearly a response to the same changes in the media. Mike Yerushon, one of the most widely respected men in the business, says: "Although we were growing at 40 per cent a year, the group had to acquire, be acquired, or merge with another company." Mass, in other words, has become critical.

Philip Rawstorne

ADVERTISERS have long complained about the shortage of television airtime in the UK, and the apparently ever-increasing sums of money they have to pay to get their products on air.

The inflation in airtime costs has been running at around 25 per cent a year. This has been fuelled, in particular, by new commercial sectors such as financial services, which have begun to use television advertising in a big way for the first time.

The arguments of the advertising industry about the rising costs of airtime have, it seems, been taken on board by Mrs Thatcher, the Prime Minister. She has expressed concern that small companies are effectively being excluded from advertising their products and services on television.

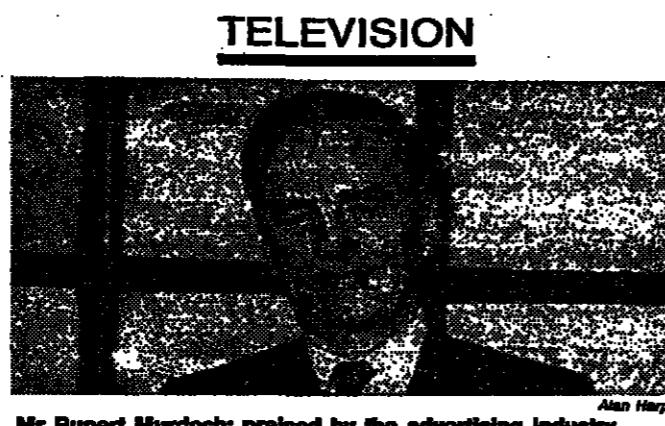
The arguments of the advertising industry were clearly taken into account in the Government's recently-published white paper on broadcasting: the decision has been made to encourage new channels and new technologies so that the viewer gets more while, at the same time, downward pressure is applied on both airtime and production costs.

Mr Douglas Hurd, the Home Secretary, introducing the white paper, spoke with pleasure about the possibility of dozens of new television channels funded by a mixture of advertising, subscription and sponsorship.

Most of the new channels will be delivered by satellite and, at least in the early days, subscription will be a more important source of revenue than advertising.

The main new opportunity for advertisers will be the launch of a new national Channel 5 in 1992-93 capable of reaching up to 70 per cent of the UK population. There is the more remote possibility, too, of an eventual Channel 6 reaching 30-40 per cent of the country.

The apparent opportunities for advertisers, however, extend beyond a new commercial channel. An important element of Government policy is the breaking up of the vertically integrated television industry in order to get more internal competition between



Mr Rupert Murdoch: praised by the advertising industry

TELEVISION

New channels to cut airtime cost

its constituent parts. As part of that process, many more television licences will be issued by the new Independent Television Commission which will replace the Independent Broadcasting Authority. Channel 5 itself will probably be offered to broadcasters in the form of segments of hours daily. For

truly certain that the cost of a 30-second slot of advertising time will fall.

Advertisers have welcomed the new channels and, in particular, the opportunities they should give to target advertising at distinct segments of the market.

However, despite the opportunities that the new, more competitive market-place will bring for more precisely directed advertising, there are fears that a fragmentation of the audience will mean higher overall costs to advertisers. An advertiser may need to advertise on many channels to reach the current proportion of the population.

Of more immediate impact than the white paper proposals – which will only start to change the television advertising environment in the early 1990s – will be satellite television.

Astra, the 16-channel Luxembourg television satellite, is due to be launched on December 9 and begin broadcasting on January 20 next year. The Astra channels will include four channels of Mr Rupert Murdoch's Sky Television and two from W.H. Smith, the retail group, which has a television division. Both will fund their services from a mixture of advertising and subscription.

Mr Murdoch won warm praise from the advertising

industry recently when he not only announced that the television revolution had arrived but promised to undercut ITV rates by at least 25 per cent.

The Sky Television audience will depend, however, on how quickly people can be persuaded to buy the receiving equipment. There is considerable scepticism about claims that there will be a million receivers in UK homes at the end of the first year.

Next autumn advertisers will have an even greater number of opportunities to advertise on television when British Satellite Broadcasting launches its three new channels. BSB's film channel will be subscription financed, with the other channels hoping to attract advertising. At this stage it is impossible to say how quickly BSB or the satellite channels will attract advertising revenue.

Cable television in the UK is showing considerable signs of life after a slow start, with major US cable operators demonstrating a willingness to invest in the British industry. Last year in the US cable advertising revenues topped \$1bn and are projected to rise to \$1.5bn this year.

At least until the 1990s cable is unlikely to be large enough to represent anything other than a local advertising opportunity.

Despite all the talk of a television revolution, for the foreseeable future an advertiser wanting to reach a mass audience using television will have little option other than to go to ITV and buy in prime time. And there is little sign of any dramatic drop in costs.

The Advertising Association believes advertising expenditure on television will rise by a total of 14 per cent this year – 10 per cent in real terms. The best hope the Advertising Association can give advertisers is a slowing down of the rate of increase – to a 5 per cent real growth in 1989 and 3 per cent real growth in the first half of 1990.

Raymond Snoddy

THE national newspaper industry in Britain has embarked on a new phase of growth: the industrial relations revolution, with its dramatic peak at Wapping, has gradually spread through every national title.

There has been a plethora of new sections and new colour magazine; an ever-expanding Sunday Times has been trying to turn itself, in size at least, into the New York Times of Europe.

All this expansion, and the increasingly cut-throat competition it implies, is being driven by lower costs, the availability of new modern printing presses and more flexi-

ble working practices – rather than any newly-arrived bottomless pit of advertising revenue.

Newspaper advertising revenues have been growing. According to the Advertising Association Forecast of Advertising Expenditure, there will be 13 per cent growth for the

national newspapers this year. Because of the strong performance of classified advertising, the regional press is growing at a faster rate than the national, with an 18 per cent rise forecast for this year.

The Advertising Association believes that the next two years are likely to provide a period of consolidation for press advertising, with classified, both for recruitment and property, showing much more slowly in 1989 and 1990 as high interest rates affect demand for labour and housing.

The apparently reduced entry costs to the newspaper industry are still attracting launches of new titles – often with disastrous results. The North West Times, which seemed on paper to be a plausible idea for a new quality regional, crashed in flames after only seven weeks.

Second time around, Mr Eddie Shah managed to avoid all the technological pitfalls at The Post that had made the birth of Today so painful, but still ran head-on into the established titles of the mass tabloid market – The Sun, Daily Mirror and The Star.

After his first week Mr Shah was fighting for survival with

Raymond Snoddy

AT LAST! WHAT YOU'VE BEEN WAITING FOR A UNIQUE NEW T.V. ADVERTISING TEST SERVICE

STATS SCAN

STATS SCAN
SPLIT TRANSMISSION TEST SERVICE

Stats Scan is what you've been looking for since ITV started. The opportunity to assess accurately the power and impact of television advertising directly on consumer brand purchasing behaviour.

It's so accurate because it electronically collects TV and other media exposure data plus product purchasing data, from two 1,000-strong household panels which are demographically matched and live in the same parts of South Wales. The only difference between the panels is that one views HTV West and Channel 4, the other HTV Wales and S4C.

So two housewives seeing different versions of your commercial, for example, can easily live next door to each other. And shop in the same supermarket.

Campaigns can therefore be evaluated for copy, weight, bursts v drip, mixed media schedules, target group buying and day part efficiency.

Stats Scan starts in April 1989. Start using it to give your advertising budget more bite right now.

Contact Alan Bryson on 01-486 4311 for more information.



New Media Markets Screen Finance

The Experts on TV, New Media and the Film Industry
published fortnightly

New Media Markets and its new sister publication, Screen Finance, are the authoritative newsletters on the audio-visual business.

New Media Markets brings you the latest information on cable and satellite television, major moves in terrestrial broadcasting and video, and what's going on in the new media in the UK and worldwide.

New Media Markets' subscribers have a valuable business tool which gives them:

- ★ the most up-to-date news – very often on an exclusive basis
- ★ an analysis of major events and trends written with an intelligent questioning attitude
- ★ pages of useful, hard-to-obtain information which saves them many thousands of pounds in research

Subscribers to New Media Markets include senior executives, entrepreneurs, proprietors and planners in cable and satellite television, broadcasting, programme-making, advertising, publishing, consultancy and telecommunications.

YES, I have attached my business card and would like to receive a sample copy of the newsletters indicated below.

New Media Markets

Screen Finance

Name _____ Position _____

Organisation _____ Address _____

Country _____ Postcode _____

Nature of Business _____

Return to: Sally Marie Kansara, FT Business Information Ltd., 2nd Floor, Tower House, Southampton Street, London WC2E 7HA, England. Tel: 01-240 9391

Registered Office: Geddes House, 10 Cannon Street, LONDON EC4N 8EP. Tel: 01-830 8886

ADVERTISING 4

Magazines: revenue is up, amid the new launches for women

More titles, fewer readers

FOR OVER a decade the world of women's magazines has been at best, one of the sleepiest sectors of the media. Circulation slipped; advertising was slow; new launches were few and far between. But in the last year or so women's magazines have woken up.

Suddenly the magazine market has been awash with new launches. The giant publishing groups have poured millions of pounds into advertising; sales have soared; advertising has revived. But profitability has come under pressure, as the world of women's magazines

a British version of Prima, a new monthly magazine.

At first glance Prima was the antithesis of everything the market research said a contemporary women's magazine should be. Through the 1980s, IPC had steered Woman and Woman's Own towards a younger readership with a menu of younger soap opera stars, older pop stars and a sprinkling of sociology.

Prima plumped for a diet of unreconstructed household wifery: with knitting patterns, sewing hints, cookery cards and money-saving tips.

If Bella is excluded from the ABC figures, the sales of the women's weeklies fell by 8 per cent in the first six months of the year

has become more competitive than ever before.

The architects of this revival are Gruner + Jahr, and Bauer, the West German publishing houses: they have invested millions of pounds into introducing their titles to the British market with devastating consequences.

Until the West Germans arrived, the magazine market had been dominated by IPC, a subsidiary of the Reed International publishing empire.

IPC - or the "Ministry of Magazines" as it is dubbed in deference to its bureaucratic management structure and 1960s modernist headquarters on London's South Bank - had towered over the magazine market since its formation in the 1960s.

Condé Nast and National Magazines, both subsidiaries of US publishing empires, had colonised the "glossy" magazine market with *Vogue* and *Cosmopolitan* respectively. But IPC was the most powerful force in consumer magazines, thanks to its monopoly of the women's weeklies.

Woman, Woman's Own, Woman's Realm and Woman's Weekly were the leaders of a market in long-term decline. Only a few years ago one of IPC's executives predicted that the weeklies were unlikely to survive beyond the end of the 1990s.

But two years ago this sleepy world was shattered when Gruner + Jahr unveiled

the format has been astonishingly successful. Prima now claims a circulation of over a million.

Gruner + Jahr then turned its attention to the women's weeklies with the launch of Best, as a direct competitor to Woman and Woman's Own, while Bauer surfaced in Britain with Bella.

Bauer has been even more aggressive than Gruner + Jahr. It has bolstered Bella with a lavish £5m launch campaign and long-term financial targets that enable the magazine to charge the low - artificially low, or so its competitors say - cover price of 20p. Bella now claims to be the biggest selling women's weekly in Britain and has guaranteed sales of at least 1.1m copies to its advertisers.

Bella's debut has heralded a new era in women's magazines: of extravagant advertising campaigns, frozen cover prices, a bitter battle for advertising revenue and an apparently endless array of new launches.

IPC has battled back against Prima with the launch of Essentials. It has also bought Living and Family Circle from International Thomson, the Canadian-owned publishing group. This autumn, it launched Marie Claire, as a joint venture with Société Marie Claire Album, the privately-owned French publishing house.

Meanwhile, EMAP has

entered the fray with More. Hola, the best seller in Spain, has surfaced in Britain as Hello! Carlton Magazines, another Reed subsidiary and now part of IPC, launched Condé Nast.

So far the profusion of new titles has stimulated the magazine market as a whole. According to the Audit Bureau of Circulation, sales of the women's weeklies soared by 9 per cent in the first half of 1988.

Advertising revenue has risen rapidly thanks to the fuss and furore over the new launches and the escalation in the cost of television airtime.

Whereas in the past the rate of revenue growth for consumer magazines and colour supplements has tended to lag behind the rest of the media, the Advertising Association expects it to match, or even surpass, overall inflation for the next two years.

Yet the new entrants have attracted readers at the expense of the established titles. If Bella is excluded from the ABC figures, the sales of the women's weeklies fell by 8 per cent in the first six months of the year. IPC's gleet at the success of Essentials has been somewhat dampened by the decline of Woman and Woman's Own.

In October the euphoria over the new entrants came to an abrupt halt when Riva collapsed. Riva had ventured into new territory as a newsy weekly for the affluent, working women who buy *Cosmopolitan* or *Elle* as monthlies, but was not attracted by the existing weeklies.

Riva was greeted with ambivalence. The advertising agencies had applauded the concept, but doubted that the magazine lived up to it. The affluent working women seemed to agree. Riva had set itself the target of selling 350,000 copies, but mustered sales of just 160,000.

After less than two months Riva was withdrawn. Some of its 70 staff were redeployed, and some have been made redundant. Reed made a provision of £4.5m in its interim results to cover the cost of closure.

Undeterred, the giant publishing groups are forging forward with yet more new titles.

In the meantime the focus for new launches has moved from women's to men's maga-

zines. The latest glossy monthly to appear is GQ - the British version of Gentleman's Quarterly, the American men's style magazine - courtesy of Condé Nast.

The annals of the magazine market are littered with the corpses of men's magazines: Sir James Goldsmith's *Now in the 1970s* to the ill-fated Executive in the early 1980s. The British male - or so conventional wisdom has it - is just too traditional to buy a general interest magazine.

Condé Nast, spurred by the success of Waggoner's Arena, is convinced that attitudes have changed. GQ swaggered on to the newsstands last month with promises of being "a magazine for those who want to enjoy success with style". We shall see.

Alice Rawsthorn



Now advertisers are having to queue, too

THE CINEMA may be the minnow among the media fighting for the advertisers' shilling, but it is far from being the least interesting.

In the last two years there have been profound changes beneath a fairly calm surface which has seen revenue rise from £22m in 1987 to a projected £25m this year. This is roughly in line with the steady improvement in cinema admissions, up from 71m to 75m in the last three years.

The biggest change was the acquisition by Cannon of the ABC chain of cinemas. As a result, Rank Advertising, which serviced Cannon, suddenly had access to many more screens and lifted its share of the cinema advertising cake from 40 per cent to 80 per cent,

attracted to radio. Barnaby's Carvery, a chain of restaurants in the Grand Metropolitan group, recently mounted a £500,000 radio advertising campaign and reported a sales increase of 20 per cent.

For the second consecutive year, advertising sales of the industry, which is only 18 years old in the UK, have increased at around 25 per cent a year. This year gross advertising revenue for the independent Local Radio stations hit £125m for the first time.

"Commercial radio is doing very well," said Mr Brian West, Director of the Independent Radio Contractors Association, the industry's trade organisation.

The growth, he believes, has come from a convergence of positive factors - the growth in retail sales, the high cost of television advertising and the stir caused by Australian investors in the British industry.

New advertisers are being

RADIO

'Big bang' is in the air

cial radio was spelled out in the recent government White Paper on broadcasting. Independent Broadcasting Authority control of radio will pass to a new Radio Authority which, it is expected, will be set up, at least in shadow form, soon after the second reading of the new broadcasting bill next autumn. Its task will be to regulate the industry with "a lighter touch".

All over the country frustrated broadcasters are drawing up plans to apply for local broadcasting licences. Mr John Keigh Jones, President of the Federation of National Co-operation for Community Radio, believes there are dozens of groups which want to run local radio stations.

The "big bang" for radio will begin in 1990-1991 but already the loosening up process has begun. The IBA recently announced plans to launch 20 new stations under existing

legislation and the suggestions were accepted by Mr Douglas Hurd, the Home Secretary.

The new stations will go on the air in areas already covered by an ILR franchise and will be designed to cater to "communities of interest" or ethnic minorities. They are going to be advertised at the rate of four or five a month and the first of the new stations could be broadcasting by next summer.

One of the suggestions put forward so far is for a commercial classical station for London, Classic FM.

The plan, backed by Andrew Lloyd Webber's Really Useful Group and Golden Rose Broadcasting, envisages a mixture of popular classical music, news, financial reports and general coverage of the arts.

Raymond Snoddy

CINEMA

You're lucky to get in

with Pearl & Dean handling the remainder. Since cinema advertising is really in competition with other media, the Monopolies Commission is happy with the situation.

Advertisers and agencies have been less happy with the rise in rates over the last two years, up by 40 per cent, to average around £19.80 a 1,000 viewers. Rank denies this is a misuse of its power, rather an inevitable consequence of a shortage of selling time. Cinemas are reducing the length of their advertising slot in order to fit in more shows, and Rank and Pearl & Dean now send out weekly just a 12-minute advertising programme, as against 18 minutes 10 years ago.

Things might get better as new screens appear in the UK - numbers have risen to 1,236 and another 200 are projected for the next 18 months, but for basic cinema is a medium with too much demand chasing limited supply. If you try and book a campaign with Peter Howard Williams, of Rank, he may be able to fit you in at the tail-end of 1989, and the days when you could buy into a particular blockbuster film are long over.

Advertisers are just glad to get on to the screens at any time. There is even the possibility of their booking on an "until cancelled" system, but a further price rise next summer, and perhaps the introduction of a simplified version of a pre-empt scheme as operates on television, with the highest offer securing the space, might be needed to dampen some of the demand.

Cinema is popular with certain advertisers because 80 per cent of its audience consists of the low TV watching under-35 year-olds. More to the point 58 per cent of them are ABC1, with 65 per cent of London cinema-goers falling into this desirable category. Not surpris-

ingly, the biggest advertisers are financial services, jeans and other clothing manufacturers, soft drink makers - and hard. The prominence of alcoholic drink advertising, 30 per cent of the cinema revenue, is worrying to a medium which suffered badly when tobacco was removed from the screens. Hence the drive to broaden cinema's appeal, especially to grocery manufacturers and the financial sector.

Cinema will always be a useful support medium for mixed advertising campaigns, attractive for its selectivity. TV commercials, often extended in time, have much more power on the large screen, and advertisers are prepared to spend up to £250,000 in production costs to get the advertisement right. The fact that they have stuck with the medium during the high price hikes of recent months is a sign of faith.

Antony Thornecroft

POSTERS

Healthy signs out of doors

Top 20 poster spenders: first half 1988 (£000s)

1 Ford car range	1,190
2 British Rail Intercity	1,138
3 Austin Rover 800 series	970
4 The Independent	933
5 Shell	845
6 Pedigree Chum	717
7 Esso Superlube	686
8 Mobil Oil	647
9 Heinz Weight Watchers	620
10 Peugeot 405	512
11 Nescafe coffee	592
12 Coloroll wallpapers	596
13 Campaign for Independent Financial Advice (Camifa)	596
14 DHL Courier	547
15 Reed Employment	530
16 Carlsberg lager	527
17 Legal & General Assurance	524
18 Sunday Express	518
19 Volvo car range	504
20 Smirnoff vodka	484

Resaleable posters only; tobacco and charity advertising excluded. Figures based on GAA contractor bookings. Was double-counted by Poster Media Register Jan to June 88 inclusive. Source: Poster Media Register Jan to June 88 inclusive.

together six 16 sheet sites to create space for a more compelling message.

The renovation of the outdoor industry is quite remarkable. Traditionally it was a

poorly researched medium, difficult to buy into and dominated by the drink and tobacco industries, who hogged all the best sites. Now it is flexible, attracts many new advertisers,

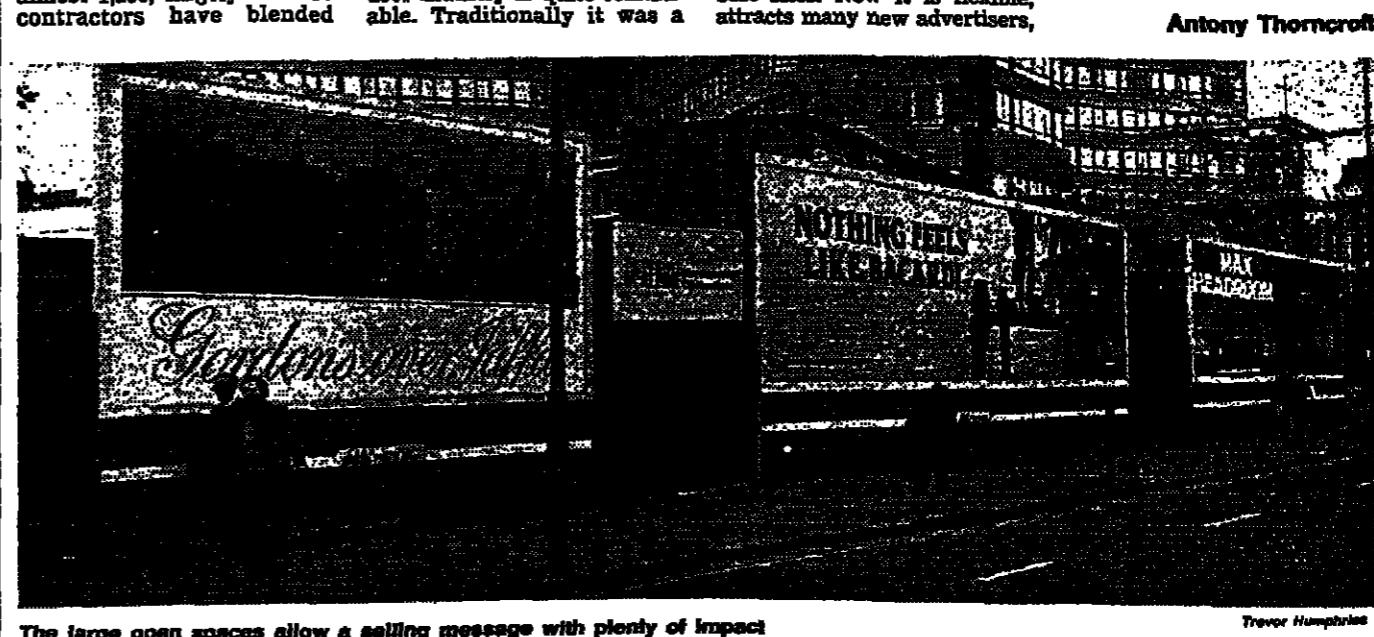
and can offer research findings comparable to television. From this month Poster Marketing, the trade body responsible for modernising the industry, will give you a profile of both the quantity and the quality (in terms of sex, age and income) of the passers-by of any site in the UK.

Among the heavy new advertisers are two rival media, the press and television. The independent was virtually launched on posters and both London Weekend Television and the Express Group have been using it for successful advertising campaigns in which the message changes weekly.

The first half of 1988 was particularly good for outdoor, with revenue 16 per cent higher, and with a quoted cost for reaching a thousand adults of 62p (for 48-sheet) as against 39p for television. The biggest advertisers were Ford and British Rail Intercity, both of which committed over £1m in six months, but fast-moving consumer goods brands, like Pedigree Chum, Heinz, and Nescafe, were investing over £500,000.

Outdoor is still sorting out the financial relationship between site owners, specialist companies, agencies and advertisers, and some of the reputation for sharp practices still hangs over it. But with the large open spaces allow a selling message with plenty of impact, this at last seems to be a medium which can stand alongside TV and the press with few inhibitions.

Antony Thornecroft



The large open spaces allow a selling message with plenty of impact

Tuesday December 13 1988

Teetering on the brink

IN HIS SPEECH at the United Nations last week, Mr Mikhail Gorbachev remarked that "the world economy is becoming a single organism and no state, whatever its social system or economic status, can normally develop outside it." From the antics of trade ministers assembled not so far away in Montreal, one wonders whether the major powers of the West retain the understanding that the Soviet Union has so painlessly acquired.

The task before the ministers at Montreal was a modest one: not so much to agree on trade policy as to agree on how to reach agreement on trade policy. The modesty of the task points up the extent of the failure. Not that the failure was unrelied, progress being achieved in 11 of the 15 negotiating areas of the Uruguay Round. *Meru* and there was agreement on how to negotiate the liberalisation of trade in services, on liberalisation of trade in tropical products and on strengthening the General Agreement on Tariffs and Trade in the twin areas of trade policy surveillance and dispute settlement. Unfortunately, even these agreements are now "on ice."

These "successes" need to be kept in proportion. The services agreement, for example, describes the essential principles and objectives of progressive liberalisation of trade in services, policy transparency, national treatment and non-discrimination in weasel words, as "concepts, principles and rules [that] are considered relevant to the negotiations." Similarly, the urgency felt about improving dispute settlement and surveillance is more a reflection of the disregard into which contractual obligations have fallen than of their vitality.

Grievous failures
Moreover, the failures are grievous, embracing as they do textiles and clothing, safeguard protection, intellectual property rights and, above all, agriculture. The lack of balance in the US approach to the Uruguay Round is becoming painfully obvious. While finding it virtually impossible to compromise where it seeks liberalisation itself, the US sees little need to make concessions in areas of vital interest to other countries. But textiles and clothing are more important to

many developing countries than agriculture to the US. By comparison, the EC can at least claim to be consistent: it demands little and offers less.

The major stumbling block is the American determination to extract a temperance pledge covering all trade-distorting agricultural policies. The demand is inconsistent with the past history of the Gatt, not to mention the less than agreeable trade policies of the US itself. The US will have to withdraw this demand if the negotiations are to proceed.

Sometimes, indeed, the US gives the impression of wanting to see the Uruguay Round fail, provided it can blame the failure on somebody else, most obviously the EC.

Mortal wound

It so this is an extraordinarily short-sighted policy since failure of the Uruguay Round would mortally wound the Gatt itself. Some in the US and even in Europe wonder why this would matter. They should remember that the Gatt is not so much an international organisation as a contract, the purpose of which is to create a predictable and liberal trade policy environment, within which economic agents can make long-term plans for investment and trade. The integrated world economy mentioned by Mr Gorbachev has been the result.

If the contract were to lose its force, the policy environment would become increasingly chaotic, the outcome being not merely slower growth in world trade and income, but a steadily escalating level of mutually impoverishing trade conflict. Ultimately, the entire fabric of co-operation among the major Western powers and the hopes for development of many poorer countries would simply wither away.

Fortunately, the director general of Gatt has been given until next April to find a way of rectifying matters. If he pulls this rabbit out of the hat, he will have achieved something worthy of Sir Eric Wynn-Davies White, the Gatt's legendary first director general. If he fails, those in charge of policy in the major trading powers will fully deserve the blame for having thrown away one of the most valuable legacies of the post-war era.

Over-capacity in fishing

THE DEAL concluded by the European Community's fishing ministers in Brussels at the weekend will hit Britain's fishermen especially hard. Scottish fishermen, in particular, rely heavily on catches of haddock. Now, because of a shortage of this type of fish in the North Sea, they are to be allowed to catch only 40 per cent next year of what they caught this year. There is a shortage of cod, too, though the cuts of 20 per cent in the so-called total allowable catches (TACs), which are administered under the EC's fisheries policy, will be more manageable. However, the fishermen are already demanding compensation for what one of their leaders reckons could be a loss of £20m-£30m from normal landings of some £230m.

The Brussels meeting did not address the question of compensation, mainly because it impinges on the politically sensitive issue of a longer term solution to the fishing problem. Ministers were right to cut the TACs next year, if only because the fish are not there to catch. But so far they have balked at looking afresh at the real problem, which is that there are far too many boats chasing too few fish in the Community's 200-mile fishing zone.

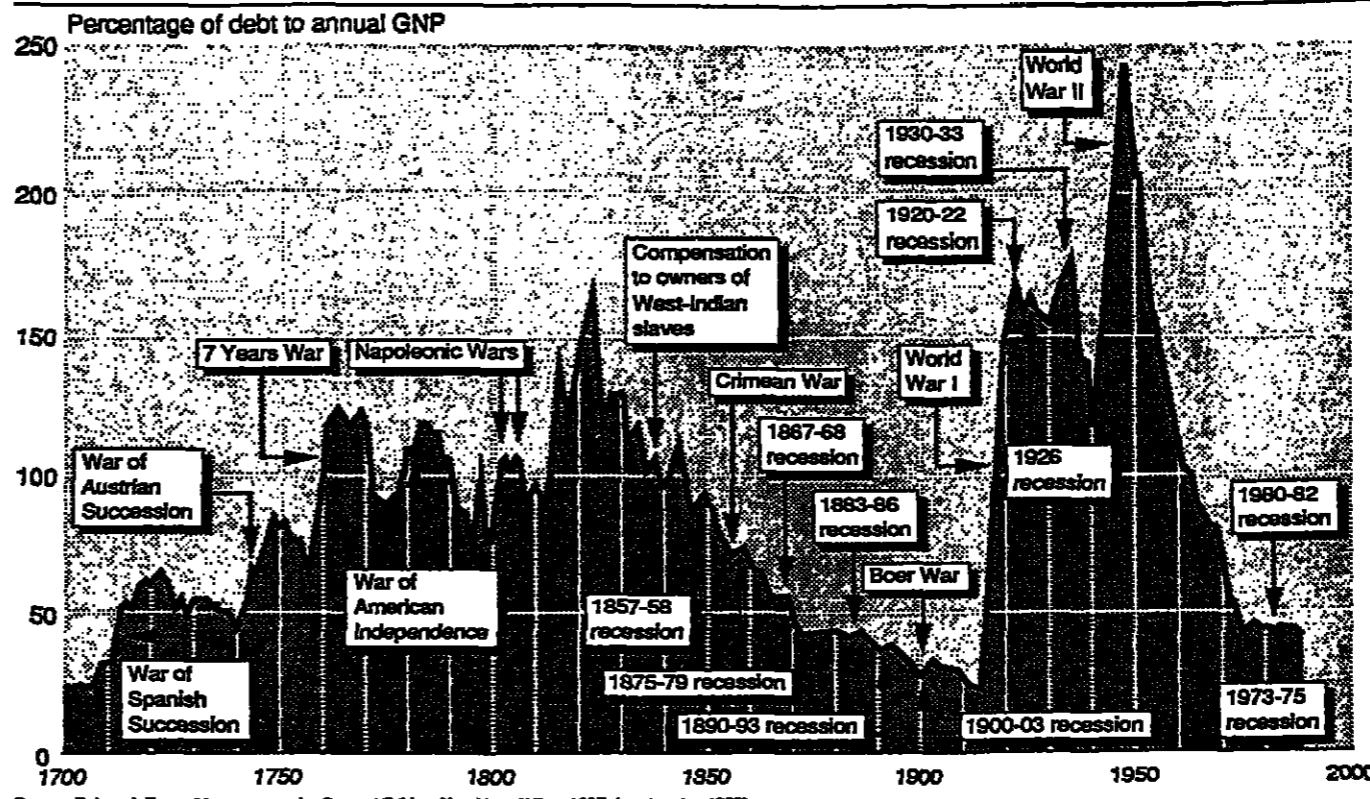
The Common Fisheries Policy, painstakingly negotiated over several years, was concluded in 1983 and is supposed to last for 20 years, with a mid-term review in 1992. It aims, first, to control production through the TACs, divided into quotas for member states. Second, the size of member states' fleets is supposed to have been reduced through what are called multi-annual guidance plans. These have provided aid to modernise the fleets on condition that member states reduce fishing capacity by a total of 3 per cent over five years.

The TACs, applied annually on the basis of scientific advice on the availability of fish, have worked relatively well. But the policy has failed to reduce fishing fleets. Instead, a combination

Simon Holberton on the consequences of the fall in UK official borrowing

Adjusting to life after debt

British public debt



Source: Robert J. Barro, *Macroeconomics* Second Edition, New York: Wiley, 1987, (up to date to 1988)

growth, and making some assumptions about the future growth of the tax base and Treasury projections for public spending, it is possible to produce figures which suggest that the stock of gilts in the hands of investors will be redeemed in its entirety by 1997.

Mr Sheppard points out that these are large and not necessarily realistic assumptions. A straight-line projection of two divergent trends is not the best method of economic analysis, but the outlook it paints is suggestive of a trend, and a number of important issues are raised by the extent to which that trend continues over time. These are:

• The prospect now exists for industry and other long-term borrowers such as foreign companies and Governments to return to the long-term debt market in Britain. From being crowded out by Government borrowing over the 1970s and 1980s, industry is now being "crowded in", as long-term interest rates fall under the pressure of the Government's retreat from the gilt-edged securities market.

• For investment institutions

— the life companies and pension funds — the expiration of a significant portion of the gilt market means that, if they wish to retain holdings of fixed interest debt, they will have to buy the corporate long-term debt that is beginning to be issued.

• There is a question mark over the future of the Government securities market in the UK and its 23 licensed operators which comprise its core and are responsible for making markets in the more than 100 gilt-edged securities on issue.

The current situation for the gilt market is pregnant with ironies. During most of the post-war period in Britain it paid for Government expenditures that were in excess of what the exchequer raised in taxation: now that the budget is in surplus and gilts are being redeemed, it is the implied savings from the lower burden of future interest payments which is funding half the 3% per cent annual growth in projected real public spending out to 1991-92.

Two years ago, with the Big Bang revolution in the City's ownership and structure, the cosy cartel that was the old gilt market gave way to the new, larger, brasher, and multinational group consisting originally of 27 companies.

Overnight the capital committed to the market rose from around £50m to £500m. In all some 2,000 people were employed by the market makers, money brokers and inter-dealer brokers that constituted the new market.

Today employment has fallen to around 1,500 and the capital dedicated to the market is around £530m.

By this summer the promise of Big Bang had evaporated.

Turnover was low, volatility in price movements subdued and many were wondering: "Was it all worth it?" Citicorp decided the answer was "no." Morgan Grenfell came to the same conclusion last week.

There is a mood of great uncertainty in the gilt market, but, as Mr Gavyn Davies of Goldman Sachs rather brutally yet correctly says: "It is a tremendous overstatement of the importance of the gilt market to suggest that it matters if we have one or not. It exists to service the issuer and if the issuer does not want to issue then you have to do

something different."

That "something different" is providing a service to companies which will want to borrow long-term funds and advice to investment institutions which may want to acquire it. For the most part this means the Eurosterling market, the fourth largest *Eurobond* market after the US dollar, yen and D-Mark zones.

The Eurosterling market has grown from £1.2bn at the end of 1983 to £250m at the end of 1987. In the first 10 months of this year £1bn had been issued and it is likely that the market will stand at around £30bn by the end of the year.

It is in the growth of the Eurosterling market that the phenomenon of "crowding in" is seen — an increase in private long-term borrowing brought about by the absence of the Government. This development is unreservedly welcomed by the Bank of England and the Treasury.

As senior government officials point out, to the extent that companies in Britain borrow capital long-term instead of through the banking system, the process of crowding in produces a wholly virtuous circle.

gilts market makers are looking for. The Eurosterling market does not seem to offer the trading possibilities so many of the traditional UK houses are used to.

The challenge becomes one of taking innovative packages to companies and winning their business in issuing debt securities. The response to that will mark out who will survive and who will wither away with the national debt.

Change in the cycle

With the withdrawal of Yury Lyubimov from the Covent Garden production-in-progress of Wagner's Ring, it seemed that the whole project might be in the process of collapsing in ruins, rather like the world itself at the close of the final opera. Already it is clear that the *Rheingold* shown last September will never be seen again.

To save the situation the Royal Opera have returned to Götz Friedrich, the man responsible for mounting the Wagner cycle of 1976, and then shown for three seasons after that, to a mixture of acclaim and disapproval from the public and press alike.

But it will not be those same

productions of the operas that are planned to fill the holes in the timetable opened by Lyubimov's defection.

Since leaving Covent Garden as Principal Producer (a post he held for five seasons), Friedrich has been the General Administrator of the Deutsche Oper in West Berlin, and has taken another, 1980s glimpse, at the Wagner tetralogy. He has set it in a long tunnel "tunnel vision" has been the obvious crack on more than one occasion.

The Royal Opera are planning to mount a simplified version of this Berlin Ring.

It needs to be simple, indeed portable, since there are already plans afoot to show the four operas in such untheatrical places as the Albert Hall while the theatre itself is closed for its renovations in the early 1990s.

Paul Findlay, Opera Director of the company, thinks it likely

that the concentration-camp

gas ovens seen in the Berlin

original will be removed from

the London version, as part

of the simplifying process.

He adds that since the impasse

between Lyubimov and Ber-

nard Haitink (Music Director

of the house and Ring conduc-

tor) was reached, the return

of the available seed money,

OBSERVER

of Friedrich as a prospect awaited by all as much with excitement as relief.

Treasury model

■ This year's Treasury Christmas card is a tribute to William Ewart Gladstone, four-times Chancellor and the originator of the modern Treasury. The card's encomium goes on: "A passion for economy was matched by a drive to reduce taxes, that the nation's wealth might fructify in the pockets of the people . . . He frequently reduced income tax but . . . shrank from abolishing it . . . His final resignation as Chancellor in 1892 coincided with his view that the spirit of retrenchment and economy had departed from the land."

It concludes: "In his youth the rising hope of these stem and unbending Tories" he ended his life as "the prophet of the Liberal experiment."

The man who this year became the longest serving Treasury Minister since Gladstone is the present Chancellor, Nigel Lawson.

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between Lyubimov and Ber-

nard Haitink (Music Director

of the house and Ring conduc-

tor) was reached, the return

of the available seed money,

but the organisers — notably

the Italian Commissioner

for Communications and

Culture, Carlo Riva

di Meana — are keen to find

untired talent, not least lurking

in the smaller countries of the EC or in the non-Euro-

pean areas of the bigger mem-

ber states.

The maximum grant is

£100,000, and the funds will

have to be repaid in the event

that the script is turned into

a production. The fund will

be administered from the

offices of the British Film Insti-

tute in London.

The aim of *SCRIPT* is to

back budding European script

writers of film and television

fiction (except cartoons) —

a concept based on the idea

that you can have all the tech-

nical production expertise in

the world, but you will get nowhere

without sensible words. Pro-

jects already backed by produc-

ers or directors are eligible

for the available seed money,

but the organisers — notably

the Italian Commissioner

for Communications and

Culture, Carlo R

LETTERS

'Spectre of overkill' in the UK economy

From Mr Christopher Johnson
Sir, Samuel Brittan (December 3) takes me to task for my "insidious propaganda in favour of sterling devaluation" in the December issue of the *Loysards Bank Economic Bulletin*.

I argued that policy should aim to cut the balance of payments deficit by 1 per cent of gross domestic product (GDP) next year. It would clearly be best if this could be done with the minimum sacrifice of economic growth. So I advocated a cut in GDP growth to 2.5 per cent, and in domestic demand growth to 1.5 per cent.

This growth rate would probably require a rise in imports of 5 per cent so exports would have to rise by 8 per cent. If the balance of payments objective was to be achieved. Given that world markets for UK exports are unlikely to rise by more than 5 per cent, I argued that export growth of 8 per cent required some depreciation of the £ to restore lost competitiveness. (All figures are in real terms.)

Samuel Brittan appears to

share the Government's view that priority should be given to reducing inflation rather than shrinking the balance of payments deficit. He is therefore prepared to see the £ held at present levels.

This will give short-term help to the balance of payments by improving the terms of trade (the reverse J-curve effect), but after that it will reduce export volumes and increase import volumes, thus worsening the balance of payments.

Any effect on pay settlements through lower export profits will occur only with a time lag, and will be offset by an opposite effect through higher import profits.

Only if high interest rates and the high exchange rate cause a recession will they help the balance of payments as well as inflation, by cutting the demand for imports even at reduced prices, and forcing a shift into exports even at lower profit margins.

This is what happened in the early 1980s. It is doubtful whether British manufacturing

industry could survive a second such shake-out in a decade. It is precisely because I am afraid of the "spectre of overkill" that I disagree with Samuel Brittan.

I believe it would be sensible to give equal importance to inflation and to the balance of payments. A high exchange rate keeps import prices down, but for the same reason it stimulates domestic demand when the balance of payments requires it to be damped down.

A moderate depreciation of the £ will shift into the external balance some of the resources for which domestic demand will be reduced by high interest rates.

The foreign exchange markets are likely to try to bring this about whatever the Government says. If it resists sterling depreciation by means of even higher interest rates, it will only be storing pent-up inflation for the future. As happened in the US from 1985 onwards, an exchange rate that goes too far must come down again – and perhaps more sharply the longer one waits.

Has Samuel Brittan forgotten his advocacy of British membership of the European monetary system (EMS) exchange rate mechanism (ERM) at about DM3 to the pound?

Would it be such a disaster if we let the pound fall back to that rate, and then joined the ERM to keep it there? As you say in your leader (December 9): "The current exchange and interest rate differentials imply an exchange rate of DM3 a year from now, a level that the Chancellor will presumably welcome as an old friend." Why does Mr Brittan assume that I want sterling to depreciate faster or further?

Christopher Johnson,
Lloyd's Bank,
7 Lombard Street, EC3

Samuel Brittan writes: If Mr Johnson had continued with my article, he would have read: "The implication of present market rates is that in a year or so sterling will be near to DM 3." I am delighted that he would be prepared to put a floor at that level.

Shipping is a foreign exchange earning industry

From Mr Ian Denholm

Sir, The state of the UK balance of payments highlights the contribution of the shipping industry to the nation's foreign currency earnings.

Shipping is among the most efficient foreign exchange earning industries. Almost all others convert their earnings into foreign exchange only through a long chain of substitutions. Yet British shipping enjoys less Government support than any other important maritime nation – and our

fleet has shrunk more than almost any other.

In 1987, British shipping contributed £13bn to the balance of payments – substantial, but less than it could have been. In 1980, in today's prices, the figure was nearly double from an industry twice the size. In 1987 the UK paid £1.5bn net in foreign exchange to foreign shipping companies to carry freight and passengers to the UK.

These figures show how a larger British fleet would have contributed to reducing the

current balance of payments deficit. But to be able to do this it is vital that British shipping be given reasonable equality of treatment in fiscal policy with our foreign competitors, because modern ships are expensive, and other opportunities abound for the more profitable investment of our shareholders' money in shore-based activities.

The Government's willingness to allow industries such as shipping to run down because, in the first flush of

North Sea oil, we did not need their foreign exchange earning power, has done much to create the present situation. The Treasury is now thrown back on interest rates.

It would have been better to have kept UK shipping up to strength. You cannot switch foreign exchange earning industries off and on as and when you need them.

Ian Denholm,
General Council of British Shipping,
39-32 St Mary Axe, EC3

NHS 'contract' management

From Mr Stephen Taylor

Sir, Gordon Best ("Reform Starts With The Board Room," November 21) is certainly right in seeing the importance of reshaping the management board if the National Health Service (NHS) review is to be properly implemented.

But the private sector analogy goes only so far – first because the health service is highly sensitive politically (unlike, say, vehicle licensing); second, because service is free at the point of delivery (unlike, say, British Rail).

This makes it difficult for Government ministers to detach themselves from day-to-day operations (in every sense of that word) and to take signals from the marketplace about service priorities. No organisational re-jigging alone will get over this.

None the less, separating Government ministers and civil servants from the managers and clinicians will help a lot.

The agency concept, now beginning to be applied to Whitehall's operational activities, should be applied also to the NHS.

The NHS management board – with its own premises and own shingle – should contract with the Department of Health to deliver a stated range, level and quality of health services at an agreed cost.

Ministers would be accountable to Parliament for specifying the right contract, and would appoint the members of the board. Ministers should give maximum management freedom (for example, over pay and grading). Then they would swallow hard, stand back and wait for the results to show.

Stephen Taylor,
Kinsley Lord Management Consultants,
34 Old Queen Street, SW1

Regulations cost too much

From Miss Jane Tait

Sir, The Prime Minister and her Government are widely believed to be anti-bureaucracy, and have sought to reinforce this image by a recent paper on de-regulation.

The reality is different. The Government has spun a web of costly controls which threatens (more than is realised) the survival of those it hampers, and reduces the income of those it seeks to protect.

For example, Fimbria (Financial Intermediaries, Managers and Brokers Regulatory Association) fees are going up by 33 per cent in April (in defiance of the Government's anti-inflation policy). There will still be a capital shortage of about £2m. Touche Ross, consultants, suggests that the tax payer should pay. No one considers the alternative of cutting the costs dramatically.

Lloyd's of London profitability has declined to a point where the average return (after outgoings) for all members has averaged below 4 per cent over the last five years. Meanwhile Lloyd's supervisory costs have risen much faster than inflation.

No new regulation should be introduced unless there is strong evidence that it is needed, and that it will produce results commensurate with the costs.

Jane Tait,
Director, First Time Home Buyers' Advisory Service,
18 Seymour Place, W1

Shareholders stranded

From Mr Edward Nassar

Sir, It is a shame for a company which has made a net profit of £1.94m and has a cash board of £1.90m to have left the shareholders of its subsidiary, British Enkalon stranded without any payment for their shares.

I am referring to Akzo NV of Holland, which closed down its operation in the UK but transferred the business to other companies of its group.

Edward Nassar,
PO Box 94,
1000 Lausanne 21,
Switzerland.

Scots law set the theme

From Mr D.E.L. Johnston

Sir, A.H. Hermann (December 3) dealt with a recent case, *Smith v Littlewoods Organisation Ltd* (1987) A.C. 241, and elaborated on an intriguing general theme: the mediation of principles of civil law systems into the common law.

It is therefore surprising that he did not point out that this case was a Scottish case, and that Scots law has long been regarded as a system illustrative of his general theme.

D.E.L. Johnston,
Broadcasting and Entertainment Trades Alliance (AETA),
181-185 Wardour Street, WI

Coherence needed in training UK managers

From Mr J.W. Eversley

Sir, Michael Skapiniker (November 21) raises once again the question why British managers, unlike their German, French, American and Japanese counterparts, are hardly trained – and what can be done about it.

One suggested solution is to make management a profession for which managers can only qualify after formal training. But professional institutes – personnel managers, chartered secretaries, purchasing officers and so on – say "No, that might give the Institute of Management an advantage over us – and the institute is already bigger than all of us put together."

Three crucial points are forgotten by critics of the Charter initiative and Mr Skapiniker: • Most managers come into management via the graduate entry, training-on-the-job and generalist route, rather than as personnel managers, purchasing officers or chartered secretaries, so they will not think it relevant to join a specialist institute to undertake their management training.

• In the UK, graduates in almost all disciplines except business studies receive no worthwhile management training as part of their higher education.

Education courses, so they need to see a clear career path with well-defined "training milestones" once they start on their jobs. The present schemes for off-the-job management training are diffuse, difficult to access and often irrelevant.

• We still produce only 1,200 MBAs in the UK each year, yet we employ well over 50,000 new managers or management trainees. Very few companies make any attempt to train their young employees as managers on a formal, planned basis.

Hence – unless we very rapidly put together an easily accessible, generally accepted structure which will be used by employers and aspiring managers alike – our professional managers will continue to be "professional" in name and in their own eyes only, while the rest of the industrial world keeps ahead.

If the industrial shake-out which has racked British industry in the last nine years has made us leaner, fitter and better able to compete – as well as costing thousands of managers (good, bad and indifferent) their jobs – we need to make very certain that those who are now managing our undertakings are able to com-

pete in international markets on all counts, including professional competence.

The Charter initiative provides an opportunity, if it is widely supported, to train managers to acquire such competence.

J.W. Eversley,
Chairman, British Institute of Management, Northumbria Branch, 52 Elmfield Road, Gosforth, Newcastle upon Tyne.

From Mr T.J. Evans

Sir, Michael Skapiniker's note on professional qualifications in management (November 21) reports the concerns of the BIM about the attempt by the British Institute of Management (BIM) to take the high ground – in the current debate on management training – through its pursuit of chartered status and, specifically, adoption of the "chartered manager" title.

Whilst there is substantial agreement that the general standards of management education and training in the UK need to be improved, the presumption that the BIM should be the lead vehicle for new ini-

tatives, and that the right way forward is through the adoption of a new chartered manager title, has gained less than acceptance.

The BIM must be seeking enhanced status – to be bestowed without having earned it properly through a record of achievement. Unless the chartered manager qualification is of unimpeachable high standard, there is the risk that it will devalue other existing chartered titles for example, those used by engineers, surveyors, architects, accountants and others, which are both in extensive use in the UK and are internationally respected.

I suspect that several institutions in the engineering community, which have in their memberships large professional cadres of functional and general managers, would share the view that the planned large single bureaucratic institution is not the right structure, and will not provide the flexible kind of model needed to achieve higher managerial professionalism.

T.J. Evans,
The Institution of Chemical Engineers, Gt. E. Davis Building, 165-171 Railway Terrace, Rugby, Warwickshire.

Mikhail Gorbachev besetries the world, to coin a phrase, like a Colossus.

That is an indisputable fact but a paradoxical one, at odds with many of our generally accepted opinions about the international system and the Soviet Union's place in it. Do we not live in a world of superpower decline, which can no longer be marshalled into two more or less compliant blocs under US and Soviet leadership? And of the two superpowers, is not the Soviet Union the one where decline is more conspicuous, catastrophic and agreed upon by pundits of every stripe? Is not that very fact the explicit starting-point of all the changes Mr Gorbachev is striving to bring about, both in the domestic organisation of his country and in its foreign policy? Do not most of those changes amount, indeed, to a scaling down of the pretensions of the Soviet state and its ruling élites?

As Mr Geoffrey Hosking says in the last of his excellent *Reith Lectures on the Soviet Union*, to be broadcast tonight on BBC Radio 4 and on the World Service on Friday: "The ultimate implication of what Gorbachev is saying is that, to ensure its own power, the party must renounce its political monopoly. No paradox could be more fundamental."

And is not the world-wide acclamation of Mr Gorbachev's speech last week in glaring contrast with his position at home, where his reforms seem to have given rise to political turmoil while leaving the mass of the population deeply cynical, when not outspokenly resentful? In short, does Mr Gorbachev really merit the attention we are giving him?

I think he does, because the process he is engaged in implies great changes for the rest of the world as well as for the Soviet Union, even if many of them can be summed up by saying that at the end of the process what he or his successors do will matter much less than it did at the beginning.

A negative change may be no less important than a positive one, and a state which trims its ambitions to match its resources may have a better chance of realising the more limited ambitions it retains. (Some would point to Mrs Thatcher as an example of this, and it seems that Mr Gorbachev himself would not demur.) Even if the end result is broadly predictable, the manner of the change may still make an important difference.

It seems to me very unlikely that whatever Mr Gorbachev does will reverse the relative decline of the Soviet Union as

FOREIGN AFFAIRS**The perilous decline of a superpower**

Edward Mortimer argues that the West should be ready to help Mr Gorbachev's reforms succeed

a world power. But he might succeed in reversing the absolute decline in the Soviet population's living standards. He might perhaps avert a territorial fragmentation of the country. He might bring off the paradox of preserving the "leading role of the Party" by defining its task more narrowly and democratising its internal structure. Already he has increased the Soviet Union's prestige, and perhaps its influence, by giving its domestic politics a more attractive image and its foreign and defence policies a less threatening

Much the same point was made by a leading American political scientist, Mr Vojtech Mastny, at a conference on East-West relations at the Royal Irish Academy in Dublin last Friday. He said that the greatest danger to Mr Gorbachev was that many Russians will come to believe, if they don't already, that Mr Gorbachev's policies are promoting, not preventing, a break-up of the Soviet Union.

Much the same applies beyond the Soviet Union's borders. It could be that by publicly eschewing military control of east-central Europe, Mr Gorbachev will bring about the democratic reform of the Baltic republics. Already he has increased the Soviet Union's prestige and influence, and that will at least equally likely encourage popular revolts against the regimes now in power, producing intense pressure for renewed military intervention within the Soviet establishment, and result in a loss of international prestige and influence for Moscow whichever choice it finally makes.

Either way the outcome is virtually certain to be a less powerful Soviet Union, as distinct from the other nations. Here, too, Mr Mastny concurs. It is in the Baltic republics, he says, we have known these last 40 years. Yet it surely makes a great difference to the rest of the world which form this decline takes. A Soviet Union in which Mr Gorbachev broadly "succeeds", which more or less gracefully accepts the decline of its raw power in return for a place of honour in a world managed through multilateral institutions, must be preferred to a wounded bear tearing at its own flesh and lashing out at real or imaginary tormentors. Exactly how we can "help" Mr Gorbachev remains moot. What is surely now indisputable is that if we can, we should.

The outcome is certain to be a Soviet Union with less effective control over its neighbours

one. If he were to succeed in the other respects mentioned, that effect too would presumably be continued.

Alternatively it may turn out that he has simply accelerated decline. That, broadly, has been the effect in Poland, Hungary and Yugoslavia of similar attempts to release market forces within an ultimately state-controlled economy. In China the results have been more encouraging, but many people would see Russia as the least promising of all realms for such experiments.

The Party-state apparatus, says Mr Hosking, "still has a stifling hold on the economy, and many ordinary people are apprehensive about seeing it relaxed, for fear of the free-for-all which might follow."

He says one of the most potent legacies of the Russian village community spirit "is resentment of individuals who go it alone, who better themselves, even if it's not at the expense of everyone else."

"This sullen egalitarianism," says Mr Hosking, "is especially common in Russia, as distinct from the other nations." Here, too, Mr Mastny concurs. It is in the Baltic republics, he says (and he might perhaps have added Georgia and Armenia), that perestroika holds the greatest promise of success; and that in his view explains Mr Gorbachev's lenient treatment of those republics.

Hence the attempt to transform the state from a fake federation, which everyone knows is really a Russian communist empire, into a genuine federation freely consented by all the peoples involved. Mr Gorbachev is certainly not the first leader of a declining empire to dream of such a transformation, but none that I can think

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INTERNATIONAL COMPANIES AND FINANCE

Pennwalt stock jumps on \$765m bid by Centaur

By James Buchan in New York

STOCK IN Pennwalt, the venerable Philadelphia chemicals group, rose sharply yesterday on Wall Street with the announcement of a \$765m takeover bid from a group of New York investors.

Pennwalt shares, which have been the object of intense speculation since June, soared \$13% to \$97.40 in feverish early trading yesterday morning in response to a \$100-a-share offer from Centaur Partners, a New York investment partnership.

Centaur, controlled by two successful but little known investors, Mr Abbey Butler and Mr Melvyn Estrin, said it had lined up \$600m in bank and bridging finance for the deal, and its bankers were confident they could syndicate up to \$250m more.

The offer stunned Wall Street. Analysts believe the partnership may be seeking to break up Pennwalt into its constituent basic and specialty chemicals operations. Mr Christopher Willis, an analyst at Brown Brothers Harriman on Wall Street, said: "They are out there to realise the underlying asset value."

Pennwalt would not comment on the offer yesterday. But there is speculation that the company may seek a higher price or stage its own leveraged buy-out at a higher price.

The partnership, which announced in June that it had

bought heavily into Pennwalt stock, revealed yesterday that it owned 12.7 per cent of the company. To buy out the remainder at \$100 a share and pay banking and legal fees would cost \$765m. Centaur said.

Centaur also announced yesterday that it was suing Pennwalt in Pennsylvania court to overturn anti-takeover provisions in the company's by-laws and to challenge the state takeover laws.

Pennwalt, which was founded by Philadelphia Quakers as a salt company in 1850, has drastically cut operations to its historic chemicals business this autumn in response to the turbulent market in its stock.

Mr Edwin Tuttle, chairman, sold Pennwalt's pharmaceuticals business to Fisons of the US and part of its equipment division to Sweden's Alfa-Laval and used the proceeds to buy in \$403.75m in stock last month.

The flurry of deal-making has left Pennwalt with substantially only its operations in agricultural chemicals, fluorocarbons and other chemicals, which had operating profits last year of \$102.9m on sales of \$245.3m last year. Mr Willis believes these businesses, which are riding boom conditions, could generate as much as \$1bn in sales and \$150m in operating profits next year.

United said the end of short-term discount fares had had no impact on its traffic yet, but its studies showed it might in the longer term persuade businesses to make fewer trips. "There was a segment of the market that was not being addressed by the new fares," the company said.

Texas Air, the parent of Continental and Eastern which had initiated the fare increases in November, quickly followed United's move. The only other back-tracking on domestic services had been some special winter fares to Florida, although trans-Atlantic carriers are offering sharply cut fares to Europe.

Even before the latest round of increases, the US airline industry had pushed up its fares by an average of 11 per cent this year.

Many individual fares have risen far more sharply, some by as much as a third, reflecting a concentration of traffic among fewer carriers and decline in competition on many routes since deregulation.

A growing number of US corporations are offsetting the increases by agreeing to bring most of their business to one airline in return for specially negotiated discounts.

Air fare discounting battle in US spreads

By Roderick Oram in New York

SEVERAL leading US carriers have followed the lead of United Airlines and are offering discount fares to business travellers in the first major effort in the industry's efforts to raise revenues sharply.

The revised fares, however, give far steeper discounts than those discontinued on November 22 by all but the pre-qualified bidders by October, and to challenge the state takeover laws.

United said yesterday it was giving a 15 per cent price break if they are bought seven days in advance and they carry 25 per cent cancellation fees. The old discounts had cut regular coach class fares by up to 40 per cent, or even more.

Holiday makers and other travellers who can plan further ahead than businesses can still use 14-day advance purchase fares but their discounts too were reduced in November.

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Chilean airline taxis towards new sell-off

Barbara Durr reports on the relaunched privatisation plan for Lan Chile

Chile is to try once again to sell a stake in its national airline when next year it will offer 51 per cent of Lan Chile's shares.

This follows the failure, at the 11th hour, of last month's attempted sale of 32.7 per cent of the airline due to a breakdown in the poorly prepared bidding process. In this attempt, British Airways and five other companies had qualified to bid.

Although the sale of the airline was announced early this year and 22 interested parties were whittled down to six pre-qualified bidders by October, only one offer was finally received.

That was a joint bid from Guinnes Peat Aviation, the Shannon-based aircraft leasing group, and Forestal Quinenco, the Chilean forestry and agricultural company, and was disqualified.

According to Col Jose Martinez, heading the privatisation effort at Corfo, the state development corporation, there were three reasons for collapse of the sale.

In addition, after two years of profits, Lan Chile's results for January to September this year showed a \$215,000 operating loss.

The loss arose because of unscheduled repairs that threw the airline's budget out of line.

Finally, a day before the bidding closed the government anti-monopoly commission

had set a minimum price for bidders at \$0.27. This figure was established on projections of Lan Chile's improved profitability under private management.

Expansion of the fleet, additional routes and the possibility of entry into ancillary industries such as food and hotels were believed to be the big advantages for investors.

Another consideration, though never made public, was the regime's reservations about selling the airline because of national security concerns.

The commander of the Chilean Air Force is said to have raised some objections as the final bidding drew near.

Col Martinez points out that the Government's intention to sell more of the airline was not unknown to bidders, but he admits that the last minute announcement created uncertainty.

He believes that investors may have wanted to wait until a greater portion of Lan Chile was up for grabs.

Price may also have been a factor. Although employees purchased their shares earlier

this year at \$0.15 each, Corfo had set a minimum price for bidders at \$0.27. This figure was established on projections of Lan Chile's improved profitability under private management.

Lan Chile is regarded as an extremely well run airline. It ranked eighth last year within International Air Transport Association for productivity and it registered the highest ratio of passengers per kilometre of any comparable airline.

Its on-board services, from first class to economy, measure up to the best European carriers. It also developed a fuel saving system that was so effective that Boeing recommends the system to all other owners of its jets, according to Mr Gustavo Gutierrez of Lan Chile.

Lan's fleet - all Boeings - is composed of one rented 747, two rented 757s, four 737s, three of which are rented and one owned, and four 707s, three of which are owned and one rented. Its international destinations include Miami, New York, Los Angeles, Tahiti, Madrid, Montreal, and six South American capitals.

Exporting country oil groups top world table

By Steven Butler

STATE OIL companies of the oil exporting countries now dominate the ranks of the world's largest oil companies, according to a survey published yesterday by Petroleum Intelligence Weekly, the oil journal.

Saudi Arabia's Saudi Aramco now ranks as the biggest oil company in the world across a range of measures, followed by Royal Dutch/Shell, Exxon, Petroleos de Venezuela, and the National Iranian Oil Company, in that order.

British Petroleum occupies 10th place in this ranking, behind Chevron, Texaco, Mobil, and Pertamina, the Indonesian state company.

The state oil companies of Saudi Arabia, Iraq, Kuwait, Iran, the United Arab Emirates, and Venezuela dominate in terms of reserves.

However, some of the state oil companies, including those from Kuwait, Saudi Arabia, and Venezuela, are expanding rapidly in the downstream areas, thus challenging the private companies in their remaining areas of strength.

The rankings, based on 1987 data, would show strengthened positions today for both Saudi Arabia and Venezuela, which have recently entered into new joint ventures in the downstream US market.

any measures of the companies' financial performance.

The six survivors among the "seven sisters," the huge companies that once dominated all aspects of the world's petroleum industry, continue to lead in the refining and product marketing areas. These include Shell, Exxon, Chevron, British Petroleum, Texaco, and Mobil.

The state oil companies of Saudi Arabia, Iraq, Kuwait, Iran, the United Arab Emirates, and Venezuela dominate in terms of reserves.

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Norwegian groups sell stake in DNO

By Karen Fossel in Oslo

HAFSLUND, NYCOMED and Dyno Industrier, two Norwegian industrial groups, are to sell a combined 28.6 per cent stake in Den Norske Oljeselskap (DNO), a small Norwegian independent oil company, for Nkr110m (\$17.1m).

The buyer is Marine Investments, a Norwegian investment group majority-owned by Mr Torstein Hagen, a Norwegian who lives in London.

Hafslund is to sell its 19.9 per cent stake and Dyno its 18.9 per cent holding for Nkr81 a share, against a closing market level yesterday of Nkr74.7.

Dyno said its sale was part of a restructuring programme.

Dyno, Hafslund and Christiania Bank, one of Norway's top three banks, have been in partnership in the DNO share ownership. However, Marine Investments did not want to buy Christiania's 9.5 per cent stake.

Banks earned \$5.3bn in the first quarter in 1988 and \$5.8bn in the second quarter when losses from the now defunct

US commercial banks hit \$5.9bn in third quarter

First Republic Bank Corporation of Dallas were taken into account, the FDIC said.

Mr Seidman stressed that federal bank examiners were told to make sure that no bank was taking on unnecessary risk in lending for leveraged buy-outs. But he added that he did not see any risk to the insurance fund from banks' participation in leveraged buy-outs.

"Whenever it appears that there is an increased concentration of lending we like to get there ahead of the situation," Mr Seidman said.

He indicated that another area for concern was real estate lending in some Eastern states and Florida.

The FDIC noted a surprising increase in non-performing assets of \$3.2bn in the third quarter. These assets included real estate loans in all the New England states, New Jersey, Delaware and Florida.

During the first nine months of 1988, the FDIC recorded 186 bank failures and assisted mergers.

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December 1988



INTERNATIONAL COMPANIES AND FINANCE

Belgium's Old Lady limbers up for placing

Tim Dickson and Paul Betts on far-reaching shareholding changes at La Générale

Some of the most significant repercussions so far from this year's dramatic takeover struggle for Société Générale de Belgique were announced yesterday at press briefings in Brussels and Paris.

The developments - which involve La Générale's main shareholders as well as the company itself - include:

- A new pact between the company's owners plus a complex reshuffle of parts of their shares;

- A forecast that for the first time in memory the powerful Belgian holding group is set to declare a net annual loss; and

- A clear plan for placing up to 12 per cent of the company's capital back on the stock market.

It is this last ambition which lies behind much of the activity revealed yesterday. It has been no secret that Compagnie Financière de Suez, the privatised French investment bank which saw off the dramatic challenge to La Générale from Mr Carlo De Benedetti, the Italian businessman, has borne a heavy financial burden for its efforts to defend a company known locally as the "Old Lady."

Since June, when a truce between the warring parties was signed, all stous have been pulled out to start bringing La Générale into shape, to rationalise its huge portfolio of industrial and commercial interests, and to prepare the ground to encourage private, institutional and industrial shareholders back on the share register.

Yesterday's manoeuvres between Suez and its Belgian allies, led by the Groupe AG insurance concern, are intended primarily to simplify the shareholder structure in readiness for the forthcoming placing. The position after the changes is that there are now a number of clear blocs, notably Suez with 50 per cent, its Bel-

go-Luxembourg allies with 16 per cent, Cérus (Mr De Benedetti's Paris-based vehicle) with 15 per cent, and Sodinest, a new company currently jointly controlled by the majority camp and which holds the key 12 per cent to be placed on the market.

It was announced that 2.1m shares, or 5 per cent of La Générale, have already been placed with unknown institutional investors - an operation which Viscount Etienne Davignon, La Générale's vice president, described yesterday as a "good omen" for the future.

It is understood that the price paid for these shares was around BF14,200 and AG respectively revealed yesterday was the average price which they paid for their holdings in the heat of the battle.

This is seen as an indication of the likely price to be made initially on the Belgian bourse before the summer and on other stock markets later in the year.

The forecast net loss for 1988 of BF150m (\$13.7m) to BF12bn is the result of a policy decision to take BF10bn out of BF12bn of restructuring costs into this year's figures, and disguises a major improvement in the underlying profitability of La Générale.

Profits before these exceptional items are likely to have jumped from BF1.26bn in 1987 to BF10bn of restructuring costs this year and were forecast yesterday to reach BF12bn in 1989.

No estimate was given for next year's net result, which depends on the extent of any further write-offs that have to be made at other "lame ducks" in the portfolio.

Restructuring efforts have been concentrated so far in the FN defence subsidiary, the Géchem chemicals conglomerate, and the Acec engineering



Renaud de la Générale: Suez will cut debts sharply

the Belgian group was expected to contribute BF150m to the French group's 1988 consolidated earnings.

They commended the efforts undertaken to turn around some of La Générale's troubled industrial assets. La Générale had also increased from 14 per cent to 20 per cent its stake in AG and from 25 per cent to 30 per cent its holding in the Tractabel energy related subsidiary. The Belgian group has also increased its stake in another unidentified foreign institutional unit.

At the same time, Suez has acquired 2.1m shares representing about 5 per cent of La Générale from various friendly investors including Lyonnaise des Eaux, the French water group, and the Belgian Tanks concern, and has already placed them with another unidentified foreign institutional unit.

Another component of the rationalisation of La Générale's shareholding structure is a share exchange between Suez, La Générale and Compagnie Générale d'Électricité (CGE), the French privatised telecommunications and heavy engineering group which backed Suez in its battle against Mr De Benedetti.

This will involve CGE shedding its 3.3 per cent stake in La Générale to Suez in return for a 2.3 per cent stake in Suez. At the same time, La Générale is shedding its 5.2 per cent interest worth about BF1.7bn in Alcatel, the telecommunications group controlled by CGE in partnership with ITT of the US. The Alcatel stake reverts to CGE and ITT.

La Générale in turn will increase its stake in CGE to around 4.2 per cent.

Mr De la Générale said yesterday that besides the new capital already promised for Géchem, FN and Acec, what it described as "other" restructuring costs could come to BF3.5bn this year. That includes a substantial and so far unknown sum at Générale Trading Company (GTC).

In Paris, meanwhile, Suez said that it expected to report consolidated net group profits of between BF2.2bn (\$371.8m) and BF2.5bn this year, compared with BF2.1bn last year.

These earnings include the consolidation of Suez's 50 per cent controlling stake in La Générale which the group acquired for BF12.9bn after the battle against Mr De Benedetti.

Suez officials said that following the anticipated net loss at La Générale for this year,

it is these shares, accounting

Kairamo death robs Finland of top industrialist

By Olli Virtanen in Helsinki

MR KARI KAIRAMO, chief executive of Nokia, who died suddenly on Sunday, not only piloted Finland's largest privately controlled industrial enterprise to one of Europe's biggest electronics companies but was also the main spokesman for Finnish industry as a whole.

As Finnish companies expanded abroad Mr Kairamo, 53, became the country's leading "European." He missed no opportunity to speak in support of integration with the EC and closer co-operation among Nordic countries. He proposed various Nordic initiatives, some of them jointly with Mr Pehr Gyllenhammar of Volvo, where Mr Kairamo was also chairman.

The money has been used by the family to build up its shareholding in the company, whose flagship is Hong Kong's Peninsula Hotel. By the time its offer closed over the weekend, the Kadoories had raised their stake from a pre-bid level of around 35 per cent to 68.9 per cent.

This is the second time in a year that the Kadoories have had to fight off an aggressive takeover bid. Last year they fought off a bid from a Chinese challenge by Chinese Estates, headed by the Thomas and Joseph Lau brothers, at a net cost of over HK\$100m.

The HK\$5.80 per share price at which the Kadoories have bought 250m of their new shares is well above the HK\$4.30 to HK\$4.80 at which the shares were trading before the bid. Yesterday they were changing hands at around HK\$6.80. An independent committee of board members not directly connected with the Kadoories family put the company at nearly HK\$8 per share during the bid battle.

The net cost to the rich Kadoorie family of their victory now depends on whether the shares fall back to their previous level.

Trelleborg to sell interest in leading bearing maker

By Robert Taylor in Stockholm

TRELLEBORG, the Swedish industrial group with interests in rubber, plastics, mining and chemicals, is to sell its 10.5 per cent stake in SKF, the world's leading roller bearing manufacturer, to Patricia, an investment company controlled by the Wallenberg family.

A Trelleborg official said yesterday that its decision to pull out of SKF was due to a "good bid," which it is estimated will give the company a profit of SKr200m (\$83.2m).

The company also made it clear that the sale was no reflection on SKF's prospects, which it still regards as extremely good.

Trelleborg bought its shares in SKF only last July for a total of about SKr450m. At that

Kadoorie family defends stake in HK hotel chain

By John Elliott in Hong Kong

MR LO YUK SUI had wanted to merge Hongkong Hotels with his rapidly growing Regal Hotels, which in October took over the Aircon hotel management chain in the US. But he underestimated the determination of the Kadoories, who also control China Light and Power, to hold on to their prestige investment.

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The net cost to the rich Kadoorie family of their victory now depends on whether the shares fall back to their previous level.

Siemens, AEG consider joint ventures

By Robert Taylor in Stockholm

SIMEONS and AEG, two of West Germany's largest electrical groups, are exploring the possibility of joint ventures in transformers and large electrical switching equipment, David Goodhart writes from Bonn.

A Siemens official confirmed yesterday that discussions were taking place with AEG.

time the purchase prompted widespread speculation that it would lead to an eventual takeover bid by Trelleborg.

The Wallenberg family already owned 22.8 per cent of the voting shares and 10.4 per cent of the share capital in SKF through Investor and Providentia before yesterday's announcement.

Now their stake will rise to just over a third of the voting shares and 15.4 per cent of the share capital, if the sale goes through.

At the moment, Skanska, the Swedish construction company, is the biggest single shareholder in SKF, controlling 25.2 per cent of the votes and 13.2 per cent of the share capital.

The Bell Group International Limited

has sold

ITC Entertainment Holdings Limited

to a company formed by management and Midland Montagu Ventures Limited

The undersigned acted as financial advisor to The Bell Group International Limited

Ocean Capital Corporation

New York • Los Angeles • Perth

November 1988

This announcement appears as a matter of record only.

\$200,000,000
(or ECU equivalent)Banca CRT
Financial Corporation

Commercial Paper Program

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Cassa di Risparmio di TorinoRated A-1+ by Standard & Poor's Corporation
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December 1988

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TEXAS EASTERN NORTH SEA, INC.

A wholly-owned subsidiary of

TEXAS EASTERN CORPORATION

\$100,000,000
Revolving Credit FacilityArranged and Provided by
National Westminster Bank PLC

October 1988

£100,000,000
Republic of Finland
10% per cent. Bonds Due 2008

In accordance with the provisions of the above-mentioned Bonds ("the Bonds"), notice is hereby given that the final instalment on the Bonds (being 75 per cent. of the principal amount of the Bonds) is payable to the Republic of Finland ("the Republic") on 22nd December, 1988. No payment of the final instalment made after 22nd December, 1988 shall be accepted unless accompanied by a further payment representing interest at the rate of 13% per cent. per annum on such final instalment for each day that payment is delayed. The principal amount on which payment is to be made is BF100,000,000 (L100,000,000) (London time) on 22nd December, 1988 after which date the Republic shall be under no obligation to accept such payment and may cancel or, at its discretion, forfeit any Bonds on which the final instalment has not been paid and may forfeit and retain the first instalment, without any obligation to repay such first instalment or pay interest thereon or give credit for proceeds of any resale. The Republic may, at its discretion, cancel or resell, in full or in part, the Bonds on 22nd December, 1988, at any price, any forfeited Bonds.

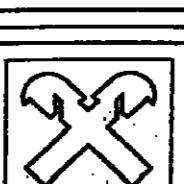
Payment of the final instalment will be made by Morgan Guaranty Trust Company of New York, Brussels Office, as operator of the Euro-clear System ("Euro-clear") or CEDEL S.A. ("CEDEL") on the records of Euro-clear, or on the records of CEDEL, as the case may be, on the date of payment, for the Bonds to be paid on 22nd December, 1988. Accordingly, Bondholders should ensure that sufficient funds are available in their Account with Euro-clear or CEDEL, as appropriate, and provide the necessary authorisation for the payment of the final instalment to be made.

By: The Chase Manhattan Bank, N.A.

London, Fiscal Agent

On behalf of the issuer

13th December, 1988

U.S. \$50,000,000 Floating Rate
Subordinated Notes Due 1992

For the three months 13th December, 1988 to 13th March, 1989 the Notes will carry an interest rate of 9% per cent. per annum.

Interest payable on the relevant interest payment date, 13th March, 1989 against Coupon No. 30 will be U.S. \$120.31

Listed on the Luxembourg Stock Exchange.
By: Morgan Guaranty Trust Company of New York, London
Agent Bank

CITY OF VIENNA

US\$70,000,000
Floating Rate Notes due 1991

For the three month period 12th December, 1988 to 13th March, 1989 the Notes will bear the Rate of Interest 9.4375% per annum. US\$228.58 will be payable from 13th March, 1989 per US\$10,000 principal amount of notes.

YAMAUCHI INTERNATIONAL
(EUROPE) LIMITED

Agent Bank

now part of Daimler-Benz, and the West German Federal Central Office in Berlin.

Siemens has a turnover of only about DM70m (£41m) in this sector but the sales with AEG underline the eagerness of the Munich-based group to develop joint projects in many different fields.

The company has just

announced the breaking-off of joint venture talks with Westinghouse Electric of the US. These talks concentrated mainly on factory automation and industrial controls.

IBM Germany has refused to comment on West German press reports of a co-operation agreement between IBM and Siemens.

Nestlé in Australian transaction

By John Wicks in Zurich

NESTLE, the Swiss foods group, is to buy Rothmans Holdings' 50 per cent stake in Allens Life Savers, an Australian confectionery company. Nestlé has owned the remaining stake since last year.

The transaction, which is subject to approval by the Australian Foreign Investment Review Board, is valued at

A\$64m (US\$55.5m). The purchase will be followed by the integration of the marketing, sales and distribution functions of Allens Life Savers and another Nestlé subsidiary, Rowntree-Hoadley.

Rothmans Holdings is the half-owned Australian arm of the UK-based Rothmans International.

INTERNATIONAL CAPITAL MARKETS

D-Mark issues dominate primary activity

By Dominique Jackson

PRIMARY activity in the Eurobond market was concentrated in West Germany yesterday where a total of DM1.45bn in new paper was launched despite uncertain secondary market conditions. Business in other market sectors was subdued ahead of a rush of important economic statistics due out later this week.

In West Germany, prices overall in the Eurobond sector continued under pressure before Thursday's Bundesbank meeting.

Dresdner Bank led a jumbo DM1bn five-year issue for one of its own financing units, guaranteed by the parent bank. The deal was expected to be fairly tightly controlled by the lead manager.

Oversupply following last week's burst of new issue activity was one factor cited as behind the 30 to 40 basis point fall in D-Mark-denominated bond prices yesterday. Favour-

able swap rates have also meant that there is a substantial amount of bank paper outstanding at the five-year maturity. Despite this congestion, the Dresdner deal was expected to be placed largely within the bank's own retail network and the lead manager also said

DM250m 10-year subordinated floating-rate note issue for Amsterdam-Rotterdam Bank which carries an option to convert into a straight bond with a 6% per cent coupon from 1990. The issue was quoted at around 79.55-80.80 compared to its par issue price, a level considered fair by dealers at houses not involved in the deal.

US dollar swap rates were clearly not favourable and this factor combined with the weaker US economic data due out this week, inhibited any syndicate from contemplating a dollar straight issue.

Two other deals duly emerged in the Euro-Canadian and dollar sectors yesterday, both at the shorter end of the market. Continental Retail, dimmed, particularly from the Berlin, appears to be the same borrower, due 1990 at 10% per cent.

Svenska Farfors Capital Markets led a C\$75m deal due May 1991 for a Luxembourg-based

unit of its parent bank. The lead manager said initial sales had been encouraging with larger investors also showing some interest in the deal. However, some dealers thought the deal tightly priced, given that it does not carry the full guarantee of the parent bank.

UBS was the lead manager on a C\$100m issue for Toronto Dominion which is a frequent visitor to the Eurobond market.

Although its appearance in its domestic currency is relatively rare and it subsequently attracts some demand, yesterday's issue, which matures in April 1992, paid an initial yield margin of 35 basis points over comparable government securities and thus offered an attractive premium over an outstanding issue in the sector from the same borrower, due 1990 at 10% per cent.

Svenska International brought an unusual issue to the market yesterday, an Ecu-denominated convertible issue for SCA Capital Corporation which is convertible into non-restricted B shares of forestry and paper concern, Svenska Celulosa. Although there are very few similar issues outstanding, previous deals appear to have been fairly well received.

The lead manager said good demand had been seen from accounts in the UK, Continental Europe and the Far East. Dealers at houses not involved in the deal said it offered a fair yield pick-up over the company's equity and should appeal to retail investors concerned about the potential downside of holding solely equity in the short term.

In Switzerland, prices in the grey market eased by about 2% on the news that the major banks were raising the interest rates on their three- to 12-month customer time deposits.

Trinkaus & Burkhardt led a

Stable dollar brings modest gains in US Treasuries

By Janet Busat in New York and Katharine Campbell in London

US TREASURY bonds yesterday moved modestly higher, partly reflecting stability in the dollar despite speculation of higher interest rates overseas.

At midsession, short-dated maturities were around 1 point higher while long-dated issues were as much as 3% point up from Friday's close. The yield curve remained inverted, however, with the 8.875 per cent issue due 1990 yielding 8.935 per cent and the Treasury's 9.00 per cent benchmark long bond yielding 8.91 per cent.

The dollar traded in mid-range at around Y122.80 and DM1.745 at the New York mid-session, despite speculation that the Bundesbank may raise its Lombard rate at Thursday's policy-making council meeting to combat strong growth in the money supply.

Fed Funds started yesterday at 8% per cent. With people focusing on the meeting this week of the Federal Open Market Committee, amid expectations that the Fed may opt to tighten monetary policy by another notch, the Fed's addition of reserves through a three-day system repurchase was quite surprising.

GLOOM and doom on several fronts greeted the New Zealand bond market after the weekend, as traders digested the announcement on Friday evening that merchant bank DIFC New Zealand was closing its government bond operation. The merchant bank, which had

re-invested some of its end-of-year returns in the new deal.

In comparison with the Dresdner deal, Deutsche Bank's DM200m five-year issue for Union Bank of Finland appeared slightly tighter with the issue price of 101 apparently deterring many investors. It opened up quoted around its total face level but later slipped to be bid at a discount of around 2.5%.

Trinkaus & Burkhardt led a

FEARS of higher interest rates and possibly tighter money supply targets for next year disquieted the markets in Frankfurt, as they awaited Thursday's Bundesbank council meeting to fix next year's targets. Call money rates again nudged up to the 5 per cent Lombard rate, fuelling speculation that the central bank may raise the latter rate to gain policy manoeuvrability.

Prices dropped up to 50 basis points in some places at the longer end of the government bond market while the average yield on outstanding public authority bonds with more than three years still to run

moved up 6 basis points.

Matif lost 20 centimes over the day to close at 105.95.

FRENCH government bonds were quiet ahead of the US trade deficit numbers to be announced tomorrow, together with the French inflation indicator for November.

Short-term rates edged up about an 1/8 of a point, so that short-term three-month money now stands at 8 1/4% per cent. The notional 10-year bond on the No.111. The 111s also trade at a slight premium, roughly Y2, over the French futures exchange.

TRADE in Japan was thin, but activity in the No.111 bond outpaced that in the No.105, signalling the latter's demise as the market's benchmark.

Turnover in the No.105 amounted to a meagre Y155bn compared with Y537bn in the No.111. The 111s also trade at a slight premium, roughly Y2, over the French futures exchange.

BENCHMARK GOVERNMENT BONDS

	Coupon	Red Date	Price	Change	Yield	Week ago	Month ago
UK Gilts	13.500	9/92	107.18	10.98	11.00	10.33	
	8.750	9/93	91.17	+0.17	10.21	9.77	
	8.000	10/98	97.47	+0.27	9.25		
US Treasury	8.075	11/88	96.27	+0.03	9.05	9.12	9.03
	8.000	11/93	100.24	+0.02	8.83	9.13	9.00
Japan No 105	5.000	12/97	103.1442	-0.285	4.51	4.49	4.53
No 2	5.750	3/07	108.1574	-0.428	4.76	4.75	4.75
Germany	6.750	9/88	101.2500	-0.228	6.58	6.51	6.41
France BTAN	8.000	10/93	97.7144	-0.151	6.58	6.57	6.62
OAT	8.500	10/93	104.6750	+0.028	6.70	6.78	6.63
Canada	10.250	12/88	101.2500	-0.125	10.05	10.13	10.15
Netherlands	6.7500	10/88	100.2000	-0.63	6.63	6.44	
Australia	12.000	1/98	99.8829	-0.500	12.52	12.52	

London closing. *denotes New York morning session. Month ago yield on US Treasury apply to the 9.250 of '88 and the 9.125 of 1986. Yields: Local market standard. Prices: US, UK in dollars, others in decimal. Technical Data/ATLAS Price Source

W German futures exchange set for 1990

By Helga Simonian in Frankfurt

The Deutsche Terminbörse (DTB), West Germany's planned new financial futures and options exchange, looks set to open in mid-January 1990, after recent indications from the Government that necessary changes to the country's stock exchange law would be passed in time.

However, Mr Rolf Breuer, the head of the DTB's supervisory board, admitted that certain details - as to whether investment companies and investment funds would be able to use all its contracts - remained unclear at present.

Unveiling preliminary specifications for its futures contracts on a stock index and a national 10-year government bond, which are due to trade alongside equity options soon after the exchange opens in early 1990, Mr Breuer said plans for the exchange were proceeding "on time and on budget".

Capital requirements for members will vary from DM250m (\$144.3m) for general clearing members, which will also be able to clear business for other members, to DM25m for direct clearing members, which will be permitted only to clear their own business. Ordinary members will have no clearing status.

General clearing and direct clearing members will also be required to put up a third-party guarantee of DM10m and DM2m respectively, designed to help the DTB establish a reserve fund.

Mr Jürgen Franke, the DTB's chief executive, said the money provided should allow the exchange to set up a DM250-300m guarantee fund. Non-clearing members will not need to put up a guarantee.

Members joining the DTB at the start will pay a one-off fee of about DM300,000.

A further DM100,000 will be required in annual membership dues, according to preliminary estimates, although market makers will pay a reduced rate.

Mr Breuer said training and education were now becoming increasing priorities for the exchange.

U.S. \$100,000,000



Allied Irish Banks plc Floating Rate Notes Due 1995

Subordinated as to payment of principal and interest

Interest Rate	9 1/2% per annum
Interest Period	12th December 1988
	12th June 1989
Interest Amount per U.S. \$10,000 Note due	U.S. \$480.28

Credit Suisse First Boston Limited Agent Bank

U.S. \$600,000,000



Malaysia Floating Rate Notes Due 2009

Interest Rate	9 1/2% per annum
Interest Period	12th December 1988
	12th June 1989
Interest Amount per U.S. \$10,000 Note due	U.S. \$480.28

Credit Suisse First Boston Limited Agent Bank



THE MORTGAGE BANK AND FINANCIAL ADMINISTRATION AGENCY OF THE KINGDOM OF DENMARK (Kongeriget Danmarks Hypotekbank og Finansforvaltning)

U.S.\$80,000,000

Guaranteed Floating Rate due 1990, Series 84

Unconditionally guaranteed by The Kingdom of Denmark

Notice is hereby given that the Rate of Interest has been fixed at 9.875% and that the interest payable on the relevant Interest Payment Date June 13, 1989 against Coupon No. 12 in respect of US\$10,000 nominal of the Notes will be US\$480.28.

Mr Breuer said training and education were now becoming increasing priorities for the exchange.

December 13, 1988, London. By: Citibank, N.A. (CSX Dept), Agent Bank. CITIBANK

LONDON MARKET STATISTICS

	RISES		FALLS		
Option	Jan	Feb	Mar	Apr	May
Allied Lyons (P24)	420	50	27	24	31
	460	5	35	31	38
Brk. Airlines (P17)	160	20	12	9	14
	160	5	12	11	14
Brit. & Constr. (P21)	200	18	24	4	6
	200	2	24	10	12
B.P. (P23)	240	15	18	11	21
	260	4	14	11	23
British Steel (P29)	50	10	12	12	12
	70	2	12	12	14
Brics (P28)	70	30	15	25	25
	800	7	25	22	27
Cable & Wire (P33)	340	14	32	11	20
	360	1	14	31	45
Cass. Gold (P23)	1200	110	145	90	105
	1250	20	140	110	120
Coast. Union (P23)	220	31	39</		

25 YEARS OF HANSON SUMMED UP IN ONE LINE.

For the 25th consecutive year, Hanson announces record profits, dividends and earnings per share (ADRs). Profits have increased to \$1.49 bn. (1987: \$1.25 bn, up 19%), dividends per ADR 38.53p** (1987: 25.62p, up 50%) and earnings per ADR \$1.34 (1987: \$1.18, up 14%). Sales are now \$12.5 bn (1987: \$11.3 bn, up 11%).

Since 1964, a small public company based on sound yet innovative management concepts, has grown to become one of the world's largest corporations and is, today, a diversified British-American industrial management company reporting through eight major operating divisions and employing more than 100,000 people. At present, Hanson ranks fifth in size of all publicly-owned companies in the United Kingdom. And Hanson Industries - the US arm of Hanson PLC - were it a separate quoted company, would rank among the 60 largest industrial companies in the United States. Hanson PLC is a uniquely British-American company, with major activities on either side of the Atlantic. It has corporate headquarters in London and in Iselin, New Jersey. Each arm of the company is autonomous with separate staffs. The company reaps many benefits from its dual nature. It can take advantage of favourable currency exchange rates and financial conditions in whichever market they may be found. And the spirit of friendly co-operation that exists between the UK and US offices has repeatedly enabled Hanson to find solutions to business problems that develop on either side of the Atlantic. Hanson Industries was founded in 1973. Since then, it has acquired a total of seven publicly-traded US companies. Though starting from scratch, it now produces about 45% of the revenues and operating profit of Hanson PLC. In 1988, Hanson Industries trading profit was \$561 million on sales of \$5.4 billion. It employs a total of 65,000 people throughout the US. Despite the fact that Hanson PLC has revenues of over \$12 billion, its corporate staff is exceedingly lean. Its UK office has a staff of under 100, and the US office is equally trim, with 125 people. There is no centralized marketing, personnel or other services provided for its subsidiaries, so each divisional manager is responsible for his own decisions and can choose exactly which services he needs. In addition to this, Hanson has always sought to own companies with leading market positions and strong recognition in their own industries. It is the largest maker of bricks in the United Kingdom, the second largest maker of lighting fixtures in the USA, the second largest US producer of hot dogs, the world's third largest producer of titanium dioxide - to name a few. From the very beginning, Hanson's basic strategy has been to operate principally in good quality, basic businesses, which provide essential goods and services - businesses that will not go out of style or that will be made obsolete by rapidly changing technology. In the United Kingdom, its well-known companies include Imperial Tobacco, Ever Ready Batteries, Smith Meters, London Brick, Elizabeth Shaw Chocolates, as well as Allders Department Stores and Super-Free Shops. In the USA, as such leading companies as Smith Corona Typewriters, Ground

Round Restaurants, Ball Park Frankfurters, Jacuzzi Whirlpool Bath and Spa Products, Ames Tools, Farberware Cookware, Tucker Housewares, Carisbrook Industries, Grove Crane, and Kaiser Cement, among others. Hanson's goal has always been to maximize returns for its shareholders. It has accomplished this by focusing on annually increasing earnings per share and dividend payments, which it has achieved for 25 years without a break. The company has been so successful at fulfilling this objective that \$10,000 invested in Hanson shares back in 1964 would be worth over \$700,000 today. That equals a return on investment of 19% per year compound, compared with 9% for the Financial Times Ordinary Share Index and 9.2% compound annual for the S & P 500. Over the past 25 years, the company has grown both internally and by acquisition. The secret of its success has been its simple and prudent management philosophy. For all the companies within its portfolio, Hanson operates with strong financial and budgetary controls. Its constant emphasis is upon increasing return on capital employed. The company aims to achieve a return on capital of at least 20% per year and as is often the case, significantly more. At the start of every year, each operating manager presents a realistic budget to corporate headquarters, and together, this budget is agreed upon. The basic philosophy is that each manager will present a budget that will meet the Hanson performance criteria. If the manager anticipates that year's business is to be excellent, he can expand his budget to take advantage of that potential. But if he sees a down year coming then he must contract the capital he employs so that he will still achieve a suitable return on capital within the company's target range. The company expects its managers to regard these budgets as a commitment and a sacred promise. Once these budgets are agreed, Hanson lets its managers manage. The company is rigorously decentralized and corporate headquarters works closely with the operating managers to see how any problem can be remedied quickly. The motto at corporate headquarters is, "The simple. 'The bad news we want to hear today; the good news can wait until tomorrow.' At the same time, Hanson's operating managers are given strong incentives to succeed. The key to Hanson's generous bonus program is each company's performance. And for every manager, the bottom-line is what counts. Each manager knows at the start of the year exactly how much he can earn by meeting targeted levels of profitability and return on capital. And each manager is only responsible for his and his team's performance, and does not depend upon the performance of other operations in order to earn his compensation. Year after year, Hanson has found that its managers thrive under this system. They enjoy the responsibility they are given and appreciate the chance to earn clearly defined bonuses based upon achievement. The other part of Hanson's growth has been the result of acquisition, and it has gained a reputation as a very astute acquirer. Since 1964, it has made more than 30 acquisitions, both in the UK and the US. In making an acquisition, the most important consideration has always been the downside risk. The first question that Hanson asks is, "What would be the worst that could happen if everything went wrong?" If that question cannot be answered reassuringly, then the company will not proceed. Also, Hanson's acquisitions have been the model of sound and conservative financing. The company has a very strong balance sheet and plenty of cash; it has never used "junk bonds," no matter how large the acquisition.

Today, by its own cash and credit lines, Hanson's borrowing capacity exceeds \$1 billion, and the company is seeking to raise that to \$20 billion. This will enable Hanson to continue making any acquisitions it deems worthwhile. Hanson looks for a rapid payback on its acquisitions both through increased profits and selective disposals. For example, it acquired SCM Corporation for \$950 million in 1986. Since then, it has sold off parts for a total of more than \$1.3 billion. At the same time, it has kept some of the largest and most profitable

SCM businesses, including Smith Corona Typewriters, which has 1988 sales of over \$500 million, and the SCM chemicals businesses, with sales that have exceeded \$300 million. Undermanaged companies, which can significantly improve under Hanson's strict financial controls and common sense philosophy, are the typical target of a Hanson acquisition. In addition, Hanson also looks for companies that can easily be decentralized and have strong operating management. Hanson always likes to retain the operating managers, valuing their knowledge and expertise. When Hanson makes an acquisition, it is often to cut unnecessary overheads and corporate fat. It knows how to restructure a company to be lean and profitable and to make it conform to its operating standards. Time and again, Hanson has taken an ailing company and, as shown that with proper management and reorganization that "unpolished jewel" will begin to shine!

Hanson has many similar success stories. Its 1986 acquisition of Imperial Group quickly recouped the majority of its purchase price through strategic divestitures, while keeping such major businesses as Imperial Tobacco, the second largest maker of tobacco products in the UK, which generates excellent profit and cash flow and the US chain of Ground Round Restaurants. Kidde Inc, the most recent acquisition, completed in December 1987, has already recovered over \$450 million of its \$1.6 billion purchase price. Its operations have been substantially reorganized and are contributing to the company's bottom line.

All Hanson businesses are under constant review. Because the company is always seeking to maximize the value of its shareholders' investment, Hanson will only consider selling a division to a potential buyer who is willing to pay "tomorrow's price today."

Hanson is consistently making major capital investments in those businesses which show particular promise. Hanson's shares are traded on the London Stock Exchange, the Swiss Stock Exchanges, the Paris Bourse, and its American Depository Receipts (ADRs) trade on the New York Stock Exchange, under the symbol HAN. The company has more than 200,000 shareholders, the majority of whom are individual investors, and Hanson is also a core holding in most British institutional portfolios. Since its listing in New York in 1986, Hanson has become 17% owned by American shareholders; it would like to see this expand to a level consistent with its US operation's contribution to Hanson's overall results.

Although Hanson PLC has grown enormously over the course of a quarter of a century, the company is certain that the future has never been brighter. In both the UK and the US there continue to exist many companies that can benefit from Hanson's proven management system. It will make excellent acquisitions - when the price is right. Today, Hanson's businesses are strong and thriving. And the company has nurtured an excellent and committed corps of first-rate managers who understand and appreciate the Hanson philosophy, and who will provide excellent leadership for the company for many years to come.

1963	1968	1973	1978	1983	1988
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HANSON

Jacuzzi • Smith Corona • Farberware • Ames • Grove Crane • Kaiser • SCM Chemicals • Ground Round • Hygrade Foods • Imperial Tobacco • London Brick

British Ever Ready

For further information contact Karen Levy, Investor Relations, 410 Park Avenue, New York, NY 10022 212-536-0088. The exchange rate used for all periods was the Sept 30th, 1988 rate of \$1.0910 = £1. **Actual dollar figures to be determined by rate of exchange in effect on Feb 3rd 1989.

UK COMPANY NEWS

S&N pleases the City with £72m

By Lisa Wood

SCOTTISH & NEWCASTLE Breweries yesterday reported pre-tax profits of £72m for the half year to October 30, an increase of 26 per cent on the same period last year.

The result exceeded market expectations at a time when a £1.5bn takeover bid by Elders IXL, the Australian brewer, is being investigated by the Monopolies and Mergers Commission.

Mr Alick Rankin, S&N chief executive said: "We have not varied our approach to profits as a result of the bid. We have not cut discretionary spending and intend to go on resourcing the business."

Earnings per share rose to 12.5p against 11.4p last time and the interim dividend is increased to 3.1p (3.0p).

S&N said all sectors of the group's varied range of business activities made excellent progress.

Turnover was £510.2m com-



Alick Rankin — same approach despite bid.

pared with £39.6m. Beer profits were "especially encouraging" and included an initial first half contribution from Matthew Brown with the Thakston ale brand now trading separately.

Thistle Hotels achieved "significantly higher profits" despite the strong pound's restraining effect on US tourism.

Moray Firth Maltings and Waverley Vintners, the group's wines and spirits division, made "good improved profits" through volume and margin

time to sort out than anticipated at the time of acquisition. Thistle hotels is successfully managing a strategy of increasing room rates. Analysts are looking for about £137m for the full year which would give a prospective p/e of 17.

• COMMENT
S&N, with beer volume gains in excess of those of Bass, one of Britain's most credible brewers, is in better shape to mount a defence than it has been for some years should Elders be forced to mount its takeover bid for the McEwan's lager brewer. Matthew Brown is taking more

with 2429.3m with beer sales up by more than three per cent. Best performing brands included McEwan's lager, Beck's premium lager and Newcastle Brown ale.

Operating profits rose by 29 per cent to £80.5m (£62.5m), with interest charges at £11.6m.

Caution as W&D rises 19% to £26.7m

By Lisa Wood

WOLVERHAMPTON & DUDLEY Breweries, yesterday reported pre-tax profits of £26.7m for the 53 weeks to October 2, an increase of 19 per cent on the previous year.

Earnings per share increased from 22.6p to 26.9p with a proposed final dividend of 4.85p making a total of 7p (6.85p).

Mr David Thompson, managing director, said the company's intense focus on beer brands and licensed retailing gave it a competitive edge.

However, he warned that while W&D was confident of whatever the Monopolies and Mergers Commission concluded about the structure of the brewing industry, there was a possibility of short-term competitive pressures on mar-

gins in the pub trade if the tie is loosened. He said: "As in the off-trade in the past, overall profitability of the sector may suffer for a time, though we are confident of emerging among the ultimate winners."

Turnover of the Banks's bitter brewer rose 15 per cent to £141.36m (£123.25m). Volume gains were made in ales and lagers with premium lagers, including Harp Extra, Kronenbourg and Stella Artois growing by 22 per cent. W&D sells Harp lager under licence and has deferred brewing the lager itself until October 1992 at the earliest.

Trading profits were £26.9m (£22.62m). Finance charges were £1.6m (£1.34m) and profits on property disposals were

£658,000 (£519,000). On reziling W&D said the improved economic climate in the West Midlands led customers to trade up, rather than boost volume consumption and the pub had had a good year with increased turnover and higher margins.

Substantial investment was being made in pubs and geographical coverage had been extended by the purchase of 61 pubs from Grand Metropolitan.

Reorganisation of distribution, with the bringing in of National Carriers Contract Services to handle part of the business, had improved working practices and costs with voluntary redundancies absorbed within operating profits.

• COMMENT
Among the regionals W&D is a beacon of good management with nice ale brands and it must be unnerving for many of its competitors to watch the Banks's brewer's share price slide — by 8p on the day to 42p — at the mere mention of the possible rough ride that margins could face in the

Hardys & Hansons at £4.4m

HARDYS & HANSONS, Nottingham-based brewer, reported pre-tax profits for the year to end-September up £228,000 at £4.4m. Turnover rose from £20.87m to £21.48m.

Stated earnings per share were 56.88p (£5.59p). The direc-

tors are recommending a final dividend of 16.3p making a total of 23.5p (21.5p).

Col Thomas Foreman Hardy, chairman, announced he would not seek re-election to the board. Mr Richard Hanson has been appointed chairman.

Carless responded to Kelt declaration

By Nikki Tait

CARLESS, oil independent, yesterday issued a guarded response to Kelt Energy's announcement that it was declaring its £265m hostile offer unconditional as to acceptances, having secured about

71 per cent of Carless shares. Carless noted that the offer had been declared unconditional as to acceptances but had not been declared wholly unconditional. "Kelt has not made clear whether its offer is

capable of being declared wholly unconditional and, in the circumstances, shareholders who have accepted the Kelt offer are urged to continue to take no action in respect of their holdings," said Carless.

Delta Investment Company Limited

An open-ended investment trust listed on the London Stock Exchange.

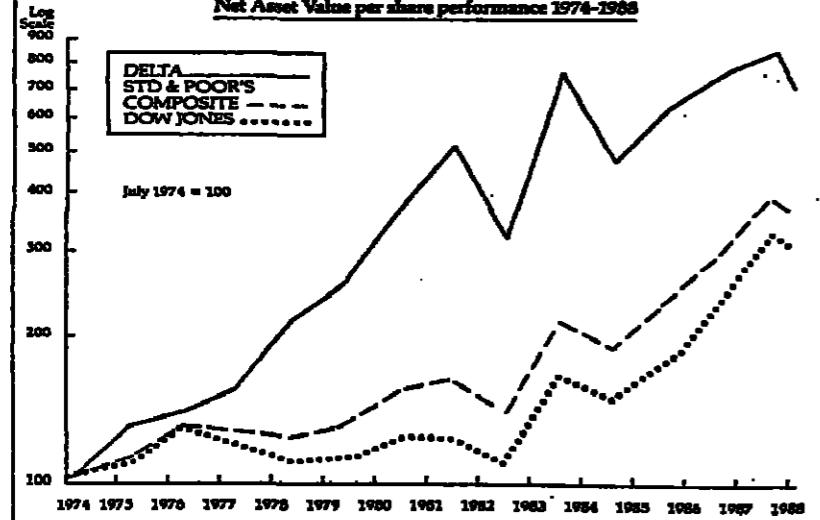
RESULTS FOR 1988	
1988	1987
(26.788) (28.787)	

Net Asset Value per share

54.78 57.08

Net Assets

\$28.9m \$38.3m



Good long term performance sustained

Extracts from statement by the Chairman, Shantikumar Kothari.

The equity market is fairly valued and liquidity ratios of institutional investors are high historically and are thus providing a good support for the general market.

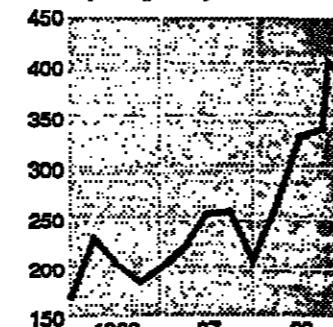
Moreover, the Company's investments are concentrated mainly in the regions of the United States outside of the North East. Economic recovery in these areas continues and still has further to go. It is also expected that growth companies operating in a niche less affected by slower growth will command a premium rating. All these factors will affect the performance of your Company's investments favourably.

For a copy of the 1988 Report and Accounts, please contact the Investment Advisers, Kleinwort Benson Investment Management Ltd, 10 Fenchurch Street, London EC3M 3LB. Telephone 01-623 8000, Telex 9413545.

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Scottish & Newcastle

Share price (pence)

**Coloroll cuts its ties with ailing McCall**

By David Waller

COLOROLL GROUP, home furnishings company, has all but severed its involvement in

Crowther McCall Patter, a financially troubled 50 per cent-owned associate of the John Crowther Textile group. John Crowther was bought this summer by Coloroll after a bitterly-contested bid.

McCall, market leader in the home sewer business in the US, had filed for voluntary protection from its creditors under Chapter 11 of the US bankruptcy code. The decision was taken despite the fact that McCall — via an investment banker — had received a number of formal offers for its business.

Mr John Ashcroft, chairman of Coloroll, explained that although McCall was expected to make a trading profit of \$60m (£4.88m) on turnover of \$60m in the current year, it was burdened by massive finance charges and had on a number of occasions defaulted on its debt repayments.

Coloroll had advised that it could face legal action from creditors and bond-holders even if the business had been sold. Now that the company has filed for protection under Chapter 11, Crowther's involvement — and that of Coloroll — has come to an end, save for any possible recoveries which might arise from the bankruptcy proceedings.

Coloroll has no actual or contingent liability in respect of McCall and has reduced the value of the investment inherited from Crowther to nil.

Crowther bought its 50 per cent stake for \$21.5m in June 1987 in a complex deal involving both equity and loan notes. The equity investment had been provided for by Crowther before it was taken over by Coloroll. The full bid might be in the offing.

However, the market appeared uncertain as to Neste's intentions, and Sovereign shares rose by only 3p to close at 152p. This gives Sovereign a market capitalisation of £254m.

Home Oil retained an 11 per cent stake in Sovereign. Analysts said the sale may have been split in this fashion to allow Home Oil to obtain a higher price for the remaining stake, should a full bid materialise.

Neste poised for bid as it increases Sovereign stake

By Steven Butler

NESTE, the Finnish state oil company, yesterday said it had lifted its stake in Sovereign Oil and Gas, the UK oil independent, to 29.9 per cent, after buying 8.4m shares or 15 per cent from Home Oil company, a subsidiary of Imperial Oil. Neste's price for the sale was disclosed.

The 29.9 per cent stake is as much as is allowed under take-over rules without making a general offer for the company, and raises the possibility that a full bid might be in the offing.

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the bid, and yesterday said it was surprised that it had not been consulted before the offer was launched.

If successful, the bids will take water companies from under the noses of two water authorities — Anglian and Southern — both of which have already seen French predators bid for statutory companies within their area.

Générale des Eaux has now made recommended offers for four of the UK's 29 statutory water companies, out of a total of 12 agreed bids launched this year. The group already controls North, Surrey and Lee Valley water companies and has stakes in at least six others.

General Utilities is offering £250 per £100 nominal of Folkestone voting shares, against about £100 when last traded.

The non-voting stock offer is 80p for 100p of 2.8 per cent preference stock, against 33p when last traded, and 110p for 7 per cent redeemable preference stock.

The offer for Tendring Hm-

Two more water companies accept French takeover terms

By Andrew HHH

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UK COMPANY NEWS

Whitecroft up to £6m despite fall in textiles

By Clare Pearson

WHITECROFT, industrial holding company, pushed pre-tax profits 26 per cent higher to £6.03m at the midway stage despite lower contributions from textiles and lighting, two out of the four operating divisions. Turnover stood at £71.77m, up from £55.56m.

The building products division, which was transformed towards the end of the period by the sale of the builders' merchanting companies, moved sharply ahead to £2.1m (£883,000).

Helped by a higher level of

completions of commercial developments, property increased its contribution to £2.29m (£584,000). Whitecroft said residential house-building in the north of England, the division's other activity, continued to be buoyant.

There was a £1.57m extra-draw credit from the £24m cash deposit of the builders' merchants. The company is now considering the possibility of a significant acquisition, Mr Tom Weatherby, chairman, said.

Earnings per share rose 25

per cent to 12.79p (10.25p). The interim dividend is increased to 4.1p (3.45p).

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UK COMPANY NEWS

Gold Greenlees grows to £2.46m

By Andrew Hill

PRE-TAX PROFITS at Gold Greenlees Trott, advertising and marketing services group, increased by 65 per cent to £2.46m in the half-year to October 31, compared with £1.49m in the equivalent period.

The bulk of profits and turnover - up from £26.87m to £38.28m - came from Gold Greenlees Trott Advertising, backed up by Option One, sales promotion and direct marketing subsidiary.

Billings, which included capitalised income from advertising and net sales from non-advertising activities, rose 44 per cent to £39.56m (£27.4m).

Earnings increased to 15.6p (10.35p) per share. The interim dividend is doubled to 3p (1.5p) to reduce disparity.

GGT's advertising work

includes campaigns for the Government's employment training scheme, Cadbury confectionery, Holsten Pils, Mazda and the Daily Mirror. The company also handles corporate advertising for Pearson, which owns the Financial Times.

In October, GGT bought BDH Communications, the largest UK advertising and marketing services group outside London, for a maximum £14.2m.

BDH was only included for four days of the results reported yesterday, but Mr Matthew Allen, GGT finance director, said he expected BDH would contribute about £1.3m before interest on an annualised basis, making it the second largest contributor to profits after GGT Advertising.

Courtaulds in £8.8m New Zealand paint buy

By Ian Hamilton Fazey, Northern Correspondent

COURTAULDS' International Paint subsidiary is expanding in Australasia through the purchase of Epiglass Paints from Steel & Tube Holdings of New Zealand, for about £8.8m (NZ\$25m), subject to approval by the New Zealand government.

Although the acquisition is small - Epiglass turns over about £14m (NZ\$40m) - its significance is that it will help IP consolidate its Australasian market leadership in marine paint.

The move reflects continuing rationalisation of the world's paint markets. For about five years the industry's major players have been striving for global domination in high technology specialist niches.

IP is the world's 10th largest paintmaker but is pre-eminent in markets for marine and protective coatings used in hostile, corrosive environments.

Epiglass has strong brand positions in yacht and ship paints. However, the takeover will also consolidate IP's general position in Australasian markets, where it is now clearly emerging in second place behind ICI.

IP is buying Epiglass directly from the UK and not using Taubmans, the paint company through which it already operates in Australia and New Zealand.

Mr Allen said GGT was still keen to add a design consultancy and strengthen its consumer product PR operation, and might expand further in the US, where the group already owns Babbitt & Reiman, a small Atlanta agency.

"In the UK, we are now fairly comfortable with the shape of the group. Most of the key areas in which we want to be involved are covered," he said.

COMMENT
GGT continues to look good in a depressed agencies sector. Although GGT's style is muted, the group has not stalled on acquisitions recently. Over the last 18 months it has added BDH, RM Communications - the audio-

visual communications subsidiary - Option One, Babbitt & Reiman and 30 per cent of Coba, a strategic consultancy, while the core advertising agency continues to carry the whole group's reputation forward. The market crash probably delayed realisation of GGT's US ambitions, forcing the group to concentrate on developing the UK business. Other more precipitate agencies, with greater exposure to the US look a less reliable bet, and yesterday some analysts upgraded their forecasts for GGT to as much as £4.6m before tax in the full year. The shares slipped 2p to 251p but look a reasonable medium term buy on a prospective p/e of nearly 9, especially if the sector creeps back into favour.

Lewmar helps Ben Priest double to £3.28m midway

By Richard Tomkins, Midlands Correspondent

BENJAMIN PRIEST, West Midlands-based engineering group, more than doubled pre-tax profits from £1.5m to £3.28m in the six months to September 30, helped by last year's acquisition of Lewmar, USM-quoted yachting equipment maker.

Mr David Abel Smith, Priest's managing director, said that Lewmar, bought last September for £3m in shares, had made a maiden first-half contribution greater than the £1.1m of last year's second half.

But the existing businesses had also performed well, Mr Smith said. Engineering components, materials and minerals and engineering services all made useful improvements and there had been no signs of any fall-off in orders in this year's second half.

Turnover rose from £27.8m to £43.5m but a sharp rise in

the tax charge from 22 to 27 per cent checked earnings per share growth at 20 per cent, from 0.95p to 1.18p. The interim dividend is raised from 0.2p to 0.3p.

Mr Smith said the interim tax charge reflected the likely full-year figure and indicated that next year would see the end of the group's tax "holiday".

He added that a £1.6m capital spending programme was under way at Crossland, manufacturer of pressings and flooring panels, Bissell, the spring pin maker, and Express Treatments, the contract heat treatment division.

Meanwhile Lewmar was experiencing buoyant demand from the custom boat market which had shown no signs of any fall-off in demand through rising interest rates. Some 80 per cent of Lewmar's output was exported, said Mr Smith.

Alexander Russell

Alexander Russell, engaged in quarrying, coal recovery and production of concrete products, lifted its interim profit from £1.05m to £1.61m.

Turnover in the six months to September 30 rose to £30.21m (£18.8m). The interim dividend is held at 0.54p.

Milford Bakery bid

Mr Sher Mohammed Radique is making a cash offer of £2.85 for the outstanding ordinary and £1 for the preference shares in Milford (Donegal) Bakery and Flour Mills.

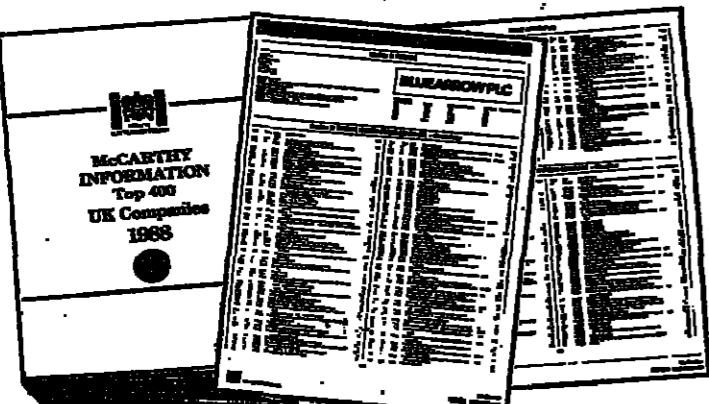
At the end of October Mr Radique had acquired 62.5 per cent of the voting capital.

THE RECORD BOOK OF GUINNESS

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VSEL chairman warns on profits

By Lynton McLain

Lord Chalfont, chairman of VSEL Consortium, Trident nuclear submarine builder, warned shareholders at Barrow-in-Furness that this summer's strike was bound to affect the company's future financial results.

The company had a 17.3 per cent rise in pre-tax profit to £17.6m on turnover of £242.6m in the year to the end of March.

Lord Chalfont said the strike put back the Trident programme by three months, though VSEL expected to make up the lost time over the remaining years of the contract.

Analysts at McCaughan Dyer Capital Cities downgraded its forecast pre-tax profit by £2m to £15m for 1988-89 and by £2m to £14m for 1989-90, as a result of the strike.

VSEL Consortium had a £2m order book of two Trident, three Trafalgar and four Upholder submarines. Lord Chalfont told shareholders this was "a major springboard to launch into new areas". These include development of the VSEL armaments activities.

The company had bid for the £180m-£200m Ministry of Defence contract for self-propelled howitzer guns to replace the British army Abbot guns. VSEL had proposed its AS60 gun in competition with the US M109 gun from the BMY Corporation. A decision was expected to be made in the spring or early summer.

Argyle shareholders are being offered 7.9p cash and 3.6p in convertible loan stock for each share, which values each share at 107p. For every £1 nominal Argyle convertible loan stock Dewey Warren is offering 8.8p cash and 4.1p nominal convertible loan stock.

Argyle, a financial services group led by Mr Nick Oppenheim, has been involved in several abortive takeover discussions, dating back to early last year. Mr Oppenheim expects that Argyle's pre-tax profits will be at least £2m for the year to December 31.

Mr Enson said the bid was made quickly after the purchase of the Dewey Warren stake from the Bond Corporation, to ensure that Dewey Warren has "an immediate business" and thereby protect its listing.

"I would not like to have bought this stake in Dewey Warren without knowing that we had a solid business to move into," Mr Enson said.

The purchase would also elevate Dewey Warren from the USM to a full listing.

Mr Enson said he expected

Eliza Tinsley forges ahead

Eliza Tinsley Group, USM-quoted maker of agricultural machinery, reported a 23 per cent increase in pre-tax profits to £268,000 in the half-year to September 30.

This rise was struck on a 21 per cent advance in turnover to £28.5m and after a raised tax charge of £213,000 (£180,000), earnings were ahead 26 per cent at 4.9p (3.88p) per 50p share. The interim is lifted to 1.5p (1.15p) to reduce disparity.

Mr E R Jenkins, chairman, said that the improvement in trading profits - from £482,000 to £507,000 - was particularly marked at Eliza Tinsley, supplier of chain products, door and gate hardware and fencing accessories, though profits at Grimsby hand tool distributor, and J T Parkes, which makes blades and mower cylinders, also advanced.

BAT clears last Farmers fence as Oregon withdraws its veto

By Nick Bunker

BAT INDUSTRIES, tobacco-based multinational, has cleared the last regulatory hurdle to its \$5.2bn (£2.5bn) bid for Farmers Group, US insurer, by obtaining approval for the deal from insurance regulators in Oregon.

Mr Theodore Kulogorski, Oregon's insurance commissioner, was the ninth state insurance watchdog to give the go-ahead to the acquisition.

In a related development yesterday, Moody's Investors Service, US credit rating agency, downgraded its rating on the senior debt of BAT Industries from A-1 to A-2 to reflect the impact of the acquisition.

Oregon's ruling reversed its

The rating agency said it viewed the acquisition of Farmers positively, given the company's dominant market position in car and homeowners' insurance in several states and its consistent record of profitability.

But Moody's said the recent passage of California's Proposition 103, which mandates 20 per cent rate cuts on many property and casualty insurance lines, may limit the growth of net premiums and management fees in the state, which is the primary market of Farmers.

Dewey Warren bids £23m for Argyle Trust

By Ray Eastwood

DEWEY WARREN, the USM-quoted shell company in which financial services group Robert Fraser has taken a 23.9 per cent stake, is making a recommended near £23m bid for Argyle Trust.

Mr Colin Enson, the chief executive of the merchant bank and insurance company, Robert Fraser, who will head Dewey Warren, said the Argyle Trust acquisition would be the first step in a plan to establish an integrated financial services group.

Argyle shareholders are being offered 7.9p cash and 3.6p in convertible loan stock for each share, which values each share at 107p. For every £1 nominal Argyle convertible loan stock is offering 8.8p cash and 4.1p nominal convertible loan stock.

The disposal of the Morgan Grenfell stake would be an important preliminary step to expansion into other areas.

Mr Enson said yesterday that he was considering all options to achieve a sale and that these could include either a sale of the shares as a parcel or their sale through the market.

However, he stressed that the sale would be made in close consultation with the Morgan Grenfell board.

Argyle, a financial services group led by Mr Nick Oppenheim, expects that Argyle's pre-tax profits will be at least £2m for the year to December 31.

Mr Enson said the bid was made quickly after the purchase of the Dewey Warren stake from the Bond Corporation, to ensure that Dewey Warren has "an immediate business" and thereby protect its listing.

Each of the eight nursing and four residential care homes being sold to a consortium headed by Mr Mahmood Alibhai has less than 30 beds.

In future Lodge Care will buy or build properties with at least 50 beds.

German trust faces closure

By Nicki Tait

Shareholders in the German Securities Investment Trust, a small specialist trust advised by Bank in Leichsteinkirchen, have effectively voted to wind up the trust.

When the trust was formed in 1983, provision was made for a annual vote on its continued existence. At yesterday's annual meeting, holders voted against the proposed resolution to release the directors from the obligation to convene an egm to wind up the trust.

This means that an egm will now be convened within two months, and, under the company's articles, all holders will be required to vote in favour of the winding up proposal.

This complex structure is to be decided on by a straight majority decision, rather than 75 per cent. The trust currently has assets of around £8m.

Lodge Care sale

Lodge Care, USM-quoted nursing and residential care home operator, is to sell its 12 oldest and smallest properties for £1.5m in cash.

The disposal will almost wipe out Lodge Care's net borrowings of £6.5m, and the interest savings will more than offset the profits which have been contributed by the homes, said Mr Stephen Alexander, chairman.

Each of the eight nursing and four residential care homes being sold to a consortium headed by Mr Mahmood Alibhai has less than 30 beds.

In future Lodge Care will buy or build properties with at least 50 beds.

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FINANCIAL TIMES SURVEY

The future for East-West trade remains uncertain, as Peter Montagnon, world trade editor, reports here. Obstacles to growth are the constraints caused by the shortage of foreign exchange in Comecon countries and the decline in Soviet terms of trade, due to falling energy prices.

Tantalising vision

THE AGE of glasnost and perestroika has opened up a tantalising vision for Western companies to do business in the Soviet Union and other countries of the Eastern Bloc.

Suddenly, the prospect has appeared of a region that is open for business, keen to invest for economic modernisation, reasonably creditworthy, and willing to lift age-old constraints in order to achieve its goals.

Yet, if these factors have raised hopes for a new golden age in East-West trade, the actual situation as 1988 draws towards a close is that practice still lags a long way behind the theory. Most specialists acknowledge that it will take years, if not decades, for the effect of economic reform to be fully felt in Comecon's economic relations with the outside world.

According to the United Nations Economic Commission for Europe (UNECE), East-West trade has indeed shown signs of expansion this year, but the main upsurge in activity has come from Eastern exports to the West. The future outlook remains uncertain and import growth looks set to remain constrained by shortage of foreign exchange and reticence of Comecon countries to borrow in international capital markets.

In the first six months of this year, Eastern European countries excluding the Soviet Union increased the volume of their exports to the West by 8 per cent, but import growth stagnated. Soviet exports rose by 12 per cent and imports 10 per cent, but this was largely due to higher purchases of US grain and failed fully to offset the steep decline in Soviet imports over the preceding two years.

In the short-run, traders say

the main obstacle to further growth in East-West trade is the financial constraint caused by the shortage of foreign exchange in Comecon countries and the decline in Soviet terms of trade as a result of falling energy prices.

Poland and Hungary remain constrained in their borrowing activity by existing debt problems. Elsewhere in the region the memory is still fresh of the economic crisis that overtook Poland in 1981 as a result of profuse borrowing in the West.

Meanwhile, the move towards economic reorganisation and the decentralisation of trading activities has added to the uncertainty facing Western exporters who frequently find themselves unsure of being able to identify real decision-makers.

In Poland, where there are now 700 privately-owned companies, Mr Adres Woyciech, State Secretary for Trade, talks of a "de facto" dismantling of foreign trade. But he acknowl-

edges also that "this mushrooming of new companies is baffling" to Western businessmen.

On the surface, it seems curious that external financial needs should be a handicap. The Soviet Union has been on an apparent borrowing spree this autumn, raising trade credit commitments totalling some \$16bn from countries such as West Germany, Italy, the UK and France, and banks believe it has the capacity

to service extra debt.

Though its total indebtedness has been growing, its commercial bank and trade-related credits outstanding still stood at only just over \$40bn at the end of last year, according to the Bank for International Settlements. Net debt is substantially lower because the Soviet Union keeps several billion dollars on deposit in Western banks.

Yet few people in the West believe that the Soviet Union is prepared to draw on all its \$10bn in new trade credit lines. For many in the West, the Soviet motive for arranging these credits was little more than an attempt to capitalise on offers it could not refuse. At the same time it may have been seeking to win public endorsement from the West for its economic reform programme. This would help mitigate the objections of doubters at home.

Western economic experts

who follow Eastern European affairs say the Soviet reluctance to assume large new debt obligations does not mean that the economic reforms themselves are doomed, but they will probably take much longer to bear fruit than would otherwise be the case.

In the meantime the Soviet Union and most other East European countries have tried to fall back on an alternative of establishing joint ventures with Western firms. East Germany may be a major exception to this rule. Western observers believe, because it fears a political embarrassment in front of West German capital.

Elsewhere, Western businessmen say they are increasingly being urged to consider the formation of joint ventures as part of their on-going trade relations.

Seen from the Eastern perspective, joint ventures make a lot of sense. Not only do they open the way for self-financing, export-orientated projects and technology transfer. They also imply the involvement of much-needed Western management, marketing and financial skills.

The need to upgrade even basic accountancy skills is underlined by a decision on the part of two Eastern countries to seek Western help this year. Ernest and Whinney has teamed up with the Soviet Inland, and last month Price Waterhouse became the first Western firm

to open an office in Budapest, where it was also appointed to advise on the privatisation of Tungsram, the Hungarian lighting company.

Bankers say that the financing of such deals is very complicated because of the new commercial risks involved. Traditionally, borrowings by the Soviet Union have benefited from a cash-in central guarantee, but this is now less frequently the case because of the decentralisation of the Soviet economy.

The potential proliferation of joint ventures has raised questions in another area, too — that of technology transfer which is strictly monitored by the Paris-based Co-ordinating Committee on Multilateral Export Controls (CoCom).

Despite suggestions from European countries such as West Germany that the 16-member CoCom should respond to glasnost and perestroika by relaxing its strategic export restraints, the US, which dominates CoCom, is adamant that the Soviet relationship with the West will remain hostile so long as it takes no real steps to cut its defence spending.

In a recent interview, Mr Allan Wendt, the State Depart-

ment official responsible for strategic trade warned that joint ventures would have to be especially carefully scrutinised because they were making available a process rather than a series of one-off product sales.

In the longer run, it may yet be possible that these inhibitions to joint ventures will be overcome. There is also no denying the ambitions of East European countries such as Hungary which is in the process of introducing a complete revision of its company law or of the Soviet Union which has set itself the eventual goals of making its Ruble convertible and joining the General Agreement on Tariffs and Trade (GATT).

For the time being, however, a host of problems remain. Some of them, such as the way in which Eastern Europe will be treated by the European Community after the advent of the single market in 1992, are external. But the most serious are internal.

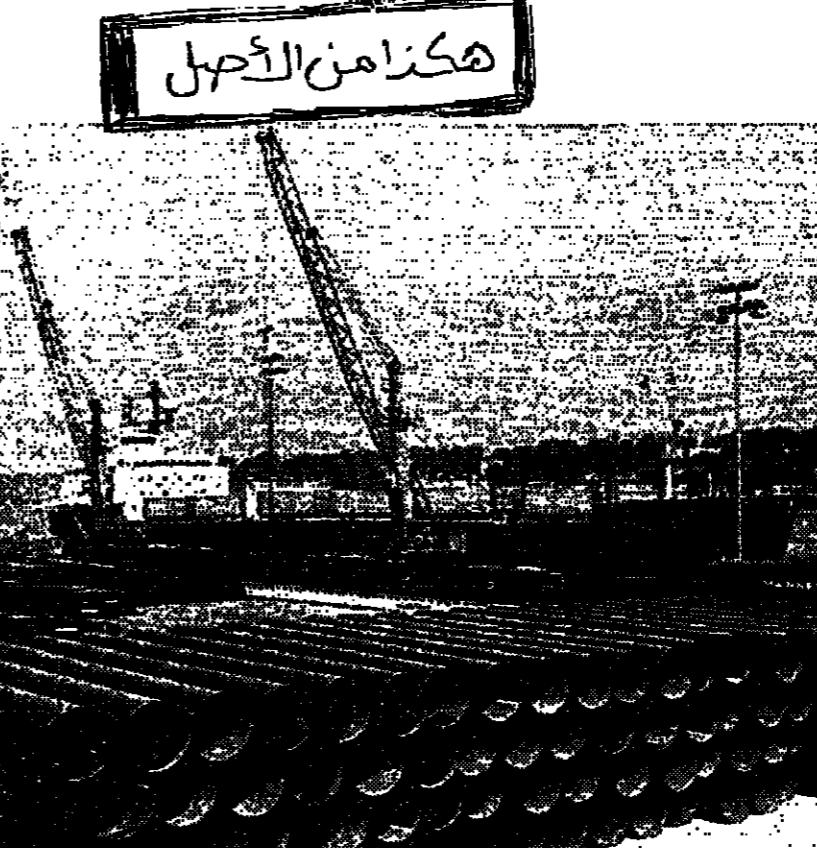
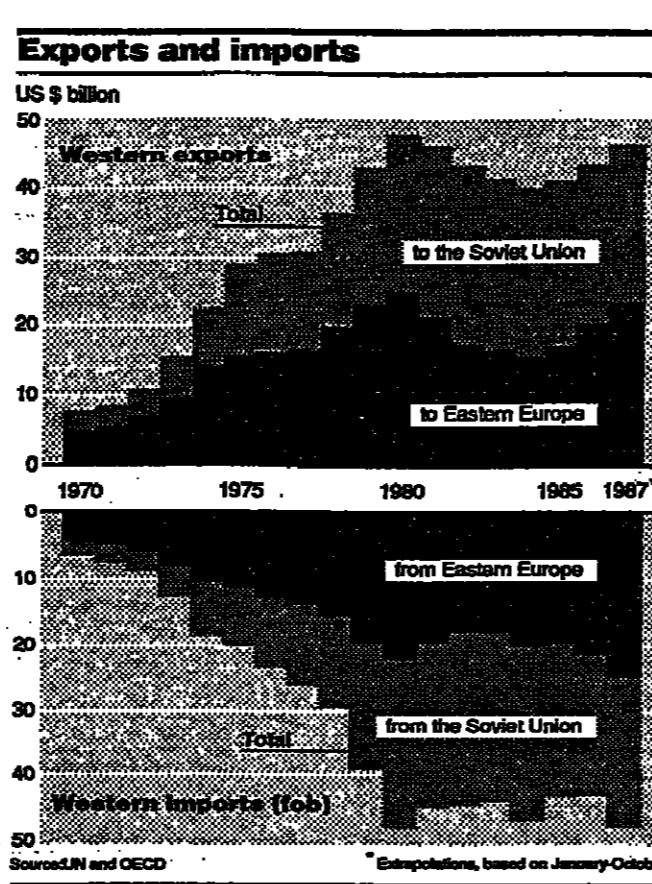
Not only does the Soviet Union have to absorb the political consequences of its reforms in its Baltic states and in Azerbaijan, as well as in its increasingly restive satellites

in Eastern Europe. It also has to contend with the effect of falling oil prices which has played havoc with its terms of trade and compressed trade flows within Comecon.

According to Mr Jovo Panjotovic, Yugoslavia's Minister responsible for relations with Comecon, the Soviet Union does not produce the kind of products his country would like to buy as an alternative to oil, and bilateral trade flows have fallen back as a result.

Ideally, the outcome of reform would be to create fresh manufacturing capacity in the Soviet Union, not only in downstream processing of raw materials but also in finished products. This would allow its trade to become more diversified. At the same time, it would be better equipped to satisfy the increasingly urgent demands for consumer goods from its own people.

Theoretically, Western companies could play a lucrative role in helping this process along, but the best that can be said at the moment is that it will be a while before opportunities emerge on the scale expected by some of the more optimistic supporters of perestroika.



Soviet President Mikhail Gorbachev, right, speaks of "our common European house." The Soviet Union has been on an apparent borrowing spree this autumn, raising trade credit commitments totalling around £10bn. Above: a Russian freighter in Hamburg being loaded with pipeline supplies.



East-West Trade

David Buchan in Brussels reports on Comecon-EC trade

Reciprocity is the new buzz-word

THE NEW agreements of Comecon countries, collectively and individually, with the European Community are, in the short term at least, more significant in political than in economic terms.

The mere diplomatic recognition of the EC by all European members of Comecon, her Romania, brings an end to a diplomatic boycott of nearly 30 years. It is clearly inspired by President Gorbachev's political drive to woo western occupants of "our common European house."

But a real upturn in trade between the two halves of Europe will depend on factors outside the EC's control or competence, such as fast implementation of internal Comecon economic reforms, a rise in the Soviet (and world) oil price or major relaxation in western alliance controls on sensitive high-tech exports to the communist East.

Short of any or all of these things happening, EC-Comecon trade will continue to recover from the late-1980s doldrums. EC sales to Comecon rose from \$19.5bn in 1986 to \$22.1bn in 1987 and purchases increased from \$24.5bn to \$27.5bn over the same period. But the growth will not match the dynamism of the early to mid-1980s.

The key factor in EC-Soviet trade is the gyrations of the oil price. It has enabled the Soviets nearly to double their purchases from the EC between 1981 and 1984, but its subsequent fall meant that by last year Soviet imports

from the EC were back to their 1981 level.

Establishment of official relations between the European Community and Comecon, first mooted in the mid-1970s and finally signed and sealed in June 1988, will of itself create virtually no new trade.

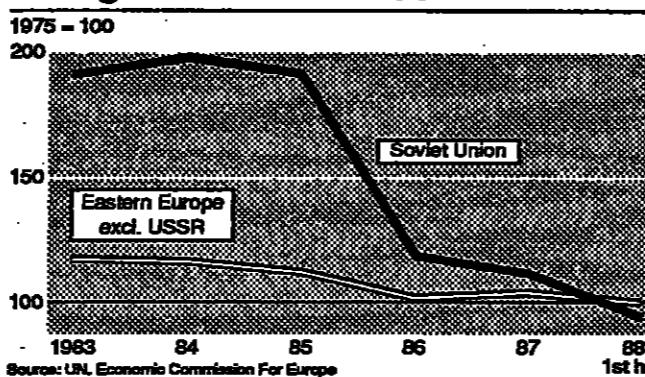
The EC insisted, and Comecon finally conceded, that trade should be negotiated bilaterally between the EC and individual Comecon countries. However, economic, environmental and technical information are to be exchanged between the European Commission on Brussels' Rue de la Loi and the Comecon secretariat on Moscow's Kalinin Prospect.

The real action is in the bilateral negotiations. By this autumn the EC had signed deals with Hungary and Czechoslovakia, and was holding exploratory talks with the Soviet Union and more preliminary discussions with Bulgaria, East Germany and Poland.

Only with Romania — ironically, the first Comecon country (in 1980) to make an agreement with the EC, but the only one now not to extend official diplomatic recognition to the Community — is the EC banking at making any improvement. Because of its internal political record, Romania has in eight years slid from top to bottom in Brussels' eyes.

The basis of all the new agreements will be reciprocity, not just because that is the current trade policy buzzword

Change in terms of trade



INCREASE IN TRADE BY VOLUME (%)					
EASTERN EXPORTS		1984	1985	1986	1987
Eastern Europe and Soviet Union:	11	-4	10	3	9
Of which:					
Eastern Europe:	17	-1	1	-	6
Soviet Union:	6	-7	21	7	12
EASTERN IMPORTS					
Eastern Europe and Soviet Union:	3	3	-13	-5	5
Of which:					
Eastern Europe:	1	7	-1	2	-
Soviet Union:	5	-20	-10	10	-

* 1st half, source: UN Economic Commission for Europe

in Brussels, but because it also enshrined in the 1975 Helsinki Final Act, to which all EC and Comecon member states subscribed.

On trade regulation, this essentially means the Community enlarging, or (in the case of Hungary) eventually scrapping altogether, the national quotas which individual EC states still impose on East European imports.

But the EC will graduate its concessions. It has already warned other Comecon countries that they cannot expect to get as good a deal as Hungary, which as a reward for political and economic reform, is to see all national import quotas on its goods phased out by 1995 in a combined 10 year trade/co-operation agreement.

Czechoslovakia has already received less favoured treatment in a four-year accord covering only industrial trade. Such less favoured treatment will not, however, bother the Soviet Union too much, as long as the bulk of its exports are primary goods such as oil and gas which enter the EC restriction-free.

In return, the EC wants better and more direct access for its companies to eastern markets and buyers. Specifying this is not easy for countries where tariffs are

irrelevant and quotas hidden, except that the EC can be expected to exploit the fact that certain East European (Poland, Romania) committed themselves, on joining the GATT, to raising their imports by a set percentage each year.

However, the break-up of foreign trade monopolies in most of the east, bar Romania and East Germany, should help western companies make more contact with eastern end-users and buyers of their products.

On the issue of co-operation, the one sensitive area is technology. Despite the fact that every EC member state has its own national technology co-operation with even the Soviet Union, many of them hesitate before letting the Brussels Commission run Community-wide co-operation schemes in this area.

By contrast, Comecon countries keenly seek such co-operation, and will undoubtedly try to emulate Hungary which has a 'science' element in its co-operation deal with Brussels.

The EC side can be expected to watch closely that the new agreements do not create new loopholes for third parties, apart from the long standing gap in its commercial fence in the form of free trade between the two Germanies.

There is, for instance,

□ Continued on page 3

ON OTHER PAGES

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- Financing trade and foreign lending, page 3.
- Further Comecon joint ventures, page 3.
- Details of East-West trade balances, page 3.
- Gatt/rouble convertibility; countertrade, page 4.

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EAST-WEST TRADE 2

JOINT VENTURES between Soviet state enterprises and Western capitalist companies are the height of fashion in the Soviet Union today.

They seem to reflect the whole idea of detente, of new-found co-operation between East and West, opening up opportunities for Western entrepreneurs to participate in Mr Mikhail Gorbachev's social revolution of *perestroika*.

Barely a week goes by without another venture being registered – anything from a deal to clean up Moscow city, a school to train Soviet managers in basic management techniques, or a new duty-free shop for Leningrad airport, to name just a few of the latest.

Soviet officials, from ministers downwards, seem to think that such joint operations are a big part of the answer to galvanising the ailing Soviet economy, importing foreign technology and management

know-how, and starting to build up a new export base to replace the country's heavy reliance on energy and raw material exports.

Talk to a potential Western partner, and a very different picture emerges.

Companies trading for years with the Soviet Union feel they are being morally blackmailed and brow-beaten into discussing such ventures, against all their better instincts – or threatened with the loss of their market.

Recent visitors to Moscow, looking for straightforward export contracts, or, at worst, some sort of barter deal, find themselves being drawn inexorably into discussions on joint ventures instead.

It is all back-to-front, according to one who would be West European exporter. "Joint ventures should be the culmination of a relationship, the sort of deal you go into

after years of getting to know your partner. It is the most complex possible arrangement between two sides, especially with such different economic systems. Yet it is the sort of arrangement the Soviets are proposing as the first deal."

The irony is that Mr Gorbachev's *perestroika*, bringing with it the promise and desire to expand radically Soviet external trade, has brought a flood of potential new Western exporters to Moscow. The have arrived just when the Soviet Union's foreign exchange resources are under great pressure.

Inevitably the answer must be that it is too early to tell. Only in January 1987 did the Soviet legislation come into effect providing for such deals, and though growth has been

West sharply squeezed, following the decline in Soviet oil export earnings, with only a gradual recovery coming from a higher volume of oil exports in the past two years.

So where is the truth about Soviet joint ventures? Can they be a good deal for Western partners? And can they answer the hopes of Soviet economic planners to make a substantial contribution to reform and Western exports?

Already, however, the experience has prompted one major reform in the rules, and another is now imminent. It has also shown up the deep cultural divide between Soviet and Western partners over Western exports.

The latest changes are expected to ease the rules on ownership and management of joint ventures. Hitherto, the Western partner has been restricted to a maximum 49 per cent ownership, and the Soviet side has insisted that both chairman and chief executive should be Soviet appointees. Now it would appear that Western ownership could be raised above the ideologically significant 50 per cent barrier – 90 per cent is the figure most widely mooted as the new top line – and no limitation placed on putting Western officials in top jobs.

And yet those are really the fundamental problems.

At a whole series of international seminars on the subject in recent months, Soviet officials have sought to spell out the potential attractions of this way of doing business with the Soviet Union. They have met a barrage of suspicion and cautious criticism.

The two most basic concerns of Western partners are first, how can they be guaranteed repatriation of profits in hard currency and second, how can they be guaranteed reliable and timely supply of equipment and raw materials within the Soviet system?

Those also happen to be the two most difficult questions for Soviet officials to answer.

Others are more specific. A key issue is auditing: how to agree on common concepts of auditing, most of which do not exist in the Soviet Union. Another is arbitration, especially given the lack of any body of corporate law in the Soviet Union. Taxation, labour laws, social responsibilities within the Soviet system, pricing and application of arbitrary exchange rates, the definition of bankruptcy, these are all potential stumbling blocks.

At the end of a recent major symposium in Helsinki organised by the Paris-based International Chamber of Commerce, Mr Yury Znamensky, a first deputy chairman of the Soviet State Foreign Economic Commission, expressed his distress at his inability to satisfy the Western participants on the question of repatriating profits.

He said: "I find it embarrassing that we have not been able to clear up as simple a question as this. Up till now, we are not able to answer the question of what the foreign partner does with his profits earned in roubles."

The theory is clearly that joint ventures must provide whatever foreign currency they need for repaying the foreign partner – whether for his technology, his equipment, or simply his dividends – from their own foreign currency earnings.

The problem with joint ventures is that they can earn huge rouble profits on the domestic Soviet market – virtually any product or service they can provide will by definition be in short supply – but they will find it much more difficult to export and earn the necessary hard currency. Quality of products and reliability of supplies are the key factors, and they take time to get right.

"A Western exporter will normally try to obtain the right quality first and export later," Dr Guido Conrad, senior vice president of Swiss Bank Corporation told the ICC symposium. "In the Soviet Union they try to make it the other way round: export first, and achieve quality later on."

So far, the only joint ventures to have solved the problem are those working in that exclusive pocket of the Soviet economy which operates in foreign currency. A good example is Aerofirst, the Soviet-Irish joint venture, linking the state airline Aeroflot, and the Irish airports authority, Aer Rianta, in running duty-free shops.

All their earnings are by definition in hard currency, and the venture is rapidly expanding. From a start with two shops at Moscow's Sheremetyevo airport, a new one is to open in Leningrad, and another at the Soviet-Finnish border. Now the venture, called Aerofirst, is moving into duty-free shops for returning travellers, as well as those departing.

Many of the joint ventures recently registered are insisting on payment for their services being in hard currency – thus by definition drastically restricting the clientele they can provide, either to the foreign community in the Soviet Union, or to those few enter-

prises who have foreign currency to spare.

In reality, however, a joint venture must have some access to centralised sources of supply. That normally means putting in orders two years ahead. Otherwise, some joint ventures find it means back to using foreign currency: the only way of buying cars for a new venture in Estonia in anything less than two years was by paying in hard currency.

As for auditing problems, they show as well as anything the cultural divide. The Soviet rules say that only Inaudit, the state audit company, can do the accounts of a joint venture. Inaudit says its principles are pretty much the same as any international accounting firm.

The problem is that Soviet concepts of depreciation and amortisation are far more leisurely than Western concepts – hence perhaps the old age of most Soviet equipment – and other basic concepts such as profit (Soviet profit tends to be based on pure cash flow), tax losses, inflation and bankruptcy simply do not exist.

Again and again, Soviet officials stress that everything can be negotiated: the rules are very flexible. Western exporters would prefer to know where they are and have a clear body of basic rules before they start.

EXPORT CONTROLS

Key questions raised

"NO AREA of the world needs computers more than a centrally-planned economy. They need them – they don't have them because they can't produce them."

With these words, Dr Paul Freedenberg, a senior US Commerce Department official, expresses quiet satisfaction at the way in which Western restrictions on sale of technology to the Soviet bloc have succeeded in keeping it years behind in the race for strategic technology.

To a greater or lesser degree the basic objectives behind the controls imposed under the auspices of the Coordinating Committee on Multilateral Export Controls (CoCom) are shared in all the capitals of its member countries – Nato, plus Japan and minus Iceland. Yet, the advent of the European single market in 1992 and movement towards economic and political reform in the Soviet Union have raised fresh questions about CoCom's future.

CoCom, based in an annex of the US Embassy in Paris, does not itself operate any strategic controls. It simply acts as a co-ordinating and consultative body for controls which are actually administered by the 16 member governments at national level.

After 1992, when the EC's internal frontiers come down,

it will in theory no longer be possible to carry on in this way. Goods will be allowed to move freely within the EC and strategically sensitive material might leave the Community through the country with the weakest control arrangements.

To offset this, CoCom has long been talking about a twin track approach of streamlining its list of restricted products while at the same time tightening up its enforcement procedures. By common consent, however, the process is a slow one and the US, for one, remains dissatisfied at what it sees as continuing laxity among some of its allies.

But the idea of a barrier-free zone within CoCom itself has also now been caught up in the general wave of excitement in Europe about glasnost and *perestroika*. This has raised new questions about whether there is any longer the same need for controls as in the past.

Businessmen in countries such as Germany are championing at the bit to sell more to the Soviet bloc. While CoCom restrictions on sales to China have been relaxed as the perceived strategic threat has abated, those against the Soviet bloc remain largely unaffected.

Some German businessmen see this as unfair trade policy on the part of the US which dominates CoCom. They say

this policy differential has opened the door to US sales of computers to China, while leaving German firms, which are keen to sell machine tools and other capital equipment to the Soviet bloc, labouring under a continuing handicap.

For US officials like Dr Freedenberg, however, the key distinction is that the Soviet Union, which has not taken any steps to cut its conventional defence spending, remains a strategic threat. It would be a mistake to relax restrictions until there is clear evidence of Soviet action to unwind its military build-up.

This argument is likely to rumble on within CoCom for some time to come. Any major policy change has recently been out of the question during the US election campaign and the transition between administrations. It will not be until well into next year before CoCom calls its next high-level political meeting, though by then, positions could have become more entrenched and the argument quite bitter.

In its own specific area of technology transfer, the CoCom arrangements raise a core question of how the West should respond to glasnost and *perestroika*. Should it encourage the process by making available technology that could be used to modernise Comecon economies? Or should it keep

Peter Montagnon

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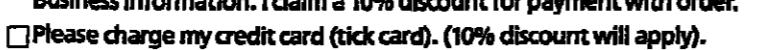
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SOVIET JOINT VENTURES

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prizes who have foreign currency to spare.

In reality, however, a joint venture must have some access to centralised sources of supply. That normally means putting in orders two years ahead. Otherwise, some joint ventures find it means back to using foreign currency: the only way of buying cars for a new venture in Estonia in anything less than two years was by paying in hard currency.

As for auditing problems, they show as well as anything the cultural divide. The Soviet rules say that only Inaudit, the state audit company, can do the accounts of a joint venture. Inaudit says its principles are pretty much the same as any international accounting firm.

That immediately raises the thorny problem of the double exchange rate, for anyone with access to hard currency in the Soviet Union will be unwilling to let it go at the inflated official exchange rate. Mr Znamensky made it clear that it was possible for consortium partners, whereby one venture which may generate significant hard currency earnings will cover the foreign exchange needs of others who only earn roubles.

The theory is clearly that joint ventures must provide whatever foreign currency they need for repaying the foreign partner – whether for his technology, his equipment, or simply his dividends – from their own foreign currency earnings.

The problem with joint ventures is that they can earn huge rouble profits on the domestic Soviet market – virtually any product or service they can provide will by definition be in short supply – but they will find it much more difficult to export and earn the necessary hard currency. Quality of products and reliability of supplies are the key factors, and they take time to get right.

"A Western exporter will normally try to obtain the right quality first and export later," Dr Guido Conrad, senior vice president of Swiss Bank Corporation told the ICC symposium. "In the Soviet Union they try to make it the other way round: export first, and achieve quality later on."

So far, the only joint ventures to have solved the problem are those working in that exclusive pocket of the Soviet economy which operates in foreign currency. A good example is Aerofirst, the Soviet-Irish joint venture, linking the state airline Aeroflot, and the Irish airports authority, Aer Rianta, in running duty-free shops.

All their earnings are by definition in hard currency, and the venture is rapidly expanding. From a start with two shops at Moscow's Sheremetyevo airport, a new one is to open in Leningrad, and another at the Soviet-Finnish border. Now the venture, called Aerofirst, is moving into duty-free shops for returning travellers, as well as those departing.

Many of the joint ventures recently registered are insisting on payment for their services being in hard currency – thus by definition drastically restricting the clientele they can provide, either to the foreign community in the Soviet Union, or to those few enter-

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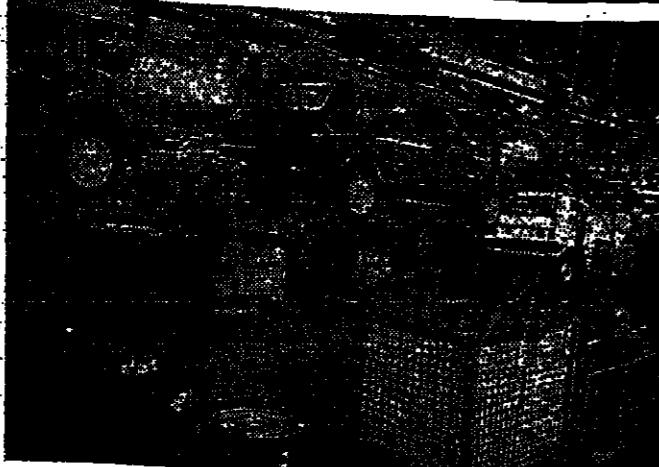
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EAST-WEST TRADE 3



Vehicle assembly in Yugoslavia.

Hungarian wine: a popular export.

Czechoslovak tractors for export.

Coal conveyor in Poland.

Joint ventures elsewhere in Comecon

Reforms may assist foreign investors

SINCE THE early 1970s, joint ventures have been technically allowed in Eastern Europe. Over the years their success has been varied and from the East European point of view at least, it has been a poor showing.

The intention of the legislation in most countries - East Germany has no specific law and it is unlikely that the authorities there will change their minds - is to attract hard currency investment primarily to help boost exports from the region to developed Western countries.

Although there are some good examples of Western companies forming joint ventures in Eastern Europe and being able to export successes, most Western companies would prefer to be able to trade with the Comecon area itself, and in particular the Soviet Union.

Since the East European governments have not allowed this, in part because of the complexities of bilateral Comecon trade which is mostly government-to-government contracts, many Western companies have thought twice about setting up manufacturing and export-oriented industries in the region.

Many Western companies have also complained long and loud about the restrictions on joint venture companies in the area. In some countries their criticisms helped to persuade governments to liberalise joint venture legislation to make it more attractive to the West.

Despite the long story and the many changes, however, the number of joint ventures with Western capital remains small and the amount of money invested also far less than both sides had hoped for by now.

In another attempt to attract this much-needed hard currency investment, two countries in particular - Hungary and Poland - have introduced legislation to take the terms even better for the would-be Western investor. Both countries are also heavily indebted and cannot afford to borrow the hard currency needed for industrial development.

In Hungary, a new Law of Corporate Association provides for the setting up of joint stock companies and 100 per cent foreign ownership of Hungarian companies.

The new law comes into effect on January 1. Foreign investors will find it easier to form a joint venture. Any joint venture with less than 50 per cent foreign participation does not need to apply for a licence. Hungarian officials hope the new law will make the country a more attractive place for foreign investors.

The Polish Government in June this year approved the draft of a new law on foreign investment. Although the draft

Many Western countries have complained loud and long about restrictions

is still not final, it is likely that the new legislation will change significantly the situation of both existing and potential joint ventures in the country.

The new rules are hoped to be in force by January 1 and will streamline and liberalise existing laws.

Poland's joint venture legislation has always been slightly confusing since there are two sets of laws governing foreign investment. One covers Polish companies. These are enterprises set up with capital from expatriate Poles. Under the law, which dates back to 1958, about 700 mainly small companies have been set up.

The other is the April 1986 joint venture legislation under which any interested Western company can invest.

The success of both of these sets of laws has been patchy. Under the joint venture law, declared investment by western companies is estimated at only 20 per cent.

The Polish Government is hoping that its new law - which will allow Western compa-

nies to have majority holding in any joint venture or to establish a wholly Western-owned company, unlike the 1986 law - will attract far more investment capital.

Existing Polish companies will have the option to be able to stay in business for as long as their permits last - usually 10 to 20 years - or change under the new law.

To improve conditions for Western partners, there will be a lower income tax, with relief for the venture exports. Compulsory resale of hard currency earnings will cover a maximum of 15 per cent, compared to the previous maximum of 25 per cent. The Government will also be able to grant relief down to zero for some companies.

Western companies can choose partners from within the state sector as well as privately-owned enterprises. Importantly, transfer of hard currency dividends will be taxed at a rate of 30 per cent when the western partner decides to shift funds outside Poland. If the money stays in a Polish bank, the tax is suspended.

Two other countries that are hoping to attract more western investment are Bulgaria and Czechoslovakia. Bulgaria has had joint venture legislation in place since 1980, but some changes were made in June 1987 and other modifications may be in the pipeline.

Because of the economic reform in Bulgaria, the rules for joint ventures may need to change. These are likely to affect mainly the import and export of goods by the joint venture. Already the Bulgarians are allowing the duty-free import of machines and equipment brought in by foreign partners as their share in the joint venture.

In Czechoslovakia, a liberal law on foreign investments was passed in November. Under the rule, there is no minimum start-up capital and no upper limit on the Western percentage shares in the joint venture.

A foreign corporate body or a person can hold the shares in a joint venture and the Western partner can be the director of a company and chairman of the board.

Joint ventures can be set up in any sector of the economy, including banking, but excluding those sectors which are 'important for defence and security.' The new law comes into effect on January 1, 1989. Despite the changes in joint venture legislation taking place or planned, Eastern Europe presents some drawbacks to the Western investor. With both economic and political tensions in the region growing, liberal investment laws may not be enough to attract western money.

Nevertheless, the trend is towards liberalisation. Many Western companies, with an eye on the huge market potential of the Soviet Union, may consider East European investment a good idea.

Margie Lindsey

EAST-WEST TRADE			
Western trade balances in \$m			
Austria	1985	1986	1987
Austria-Hungary	-228	32	188
Denmark	-574	-473	-787
Finland	347	-214	-240
France	182	894	309
W. Germany	-701	-1385	-973
Greece	-488	954	1405
Ireland	-370	-107	-313
Iceland	5	9	15
Italy	-78	-28	-125
Netherlands	-1019	-1549	-1033
Norway	-2021	-705	-783
Portugal	-281	-178	-200
Spain	-2	-17	2
Sweden	65	-88	-701
Switzerland	-674	-363	57
Turkey	12	323	769
United Kingdom	-289	-229	-85
Yugoslavia	-305	-359	-624
Western Europe	-673	-1493	-773
Canada	-616	-2113	-2225
United States	187	917	607
N. America	194	4	57
Developed market economies*	2381	821	684
	1855	2053	1234
	-1979	861	-1357

Source: United Nations. Including trade between W. Germany and the German Democratic Republic. Data covers reported balances (t.o.b.).

Comecon

Continued from page 1

considerable wariness about Japanese implantation in Eastern Europe, with Fiat and Renault open about the fact that their expansion in Comecon is partly to pre-empt the Japanese car companies using the eastern half of Europe as a springboard to the western half.

The East, for its part, share the common fear that the external facet of the EC's internal market de-regulation will be new forms of protectionism post-1992.

Finally, it wonders whether the many marketing joint ventures in the EC will be able to operate in the post-1992 single market as freely as their purely capitalist-owned counterparts.

Greater awareness of the EC's '1992' programme may overcome some of these fears. So far, of the East Europeans, only Hungary - with typical pragmatism - has translated the EC programme into its own language.



A Polish housewife inspects half-empty shelves in a Warsaw supermarket. The Poles face increasing inflation and shortages of consumer goods.

EAST-WEST TRADE 3

Joint ventures elsewhere in Comecon

THE NATURAL focus for bankers in Eastern Europe these days is the Soviet Union. The attempts by that country, by far the largest market in the Comecon bloc, to restructure its economy have stirred up businessman and bankers alike.

The net debt of all the countries put together did not exceed that of Mexico or Brazil.

These countries did undoubtedly suffer a deterioration in the terms of trade in 1986-87

and the weakness of the dollar

helped to swell their external

debt in dollar terms and

worsen debt ratios.

Nevertheless, for all the

countries but Poland, with by

far the worst debt problem in

the region and an interest to

exports ratio at the end of last

year of 31 per cent, this ratio

remained below 20 per cent.

For the USSR, the fraction was

a mere 5 per cent.

Yet while the excitement over

the overhauling of the

economy is undoubtedly war-

anted in terms of its potential

impact, the actuality in terms

of new business for most bank-

ers for the foreseeable future is

limited. This is for a number of

reasons.

Western companies do seem to have subsided among

bankers that problems with

servicing the external borrow-

ing of these countries could

trigger a second debt crisis.

These worries were always

exaggerated in the sense that

the money stays in a Polish

bank, the tax is suspended.

Two other countries that are

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With both economic and politi-

cal tensions in

EAST-WEST TRADE 4

Issues over rouble convertibility and the General Agreement on Tariffs and Trade (GATT)

Soviet Union faces a difficult process

IN PRINCIPLE, the Soviet leadership under Mr Mikhail Gorbachev is determined to expand the foreign trade relations of the country radically by the end of the century.

In practice, years of operating as an enclave economy with a rigid state foreign trade monopoly, dedicated to maximum self-sufficiency in all sectors, with a non-convertible currency, and an imbedded hostility to foreign technology, have left enormous practical and bureaucratic barriers to such an ambition.

Realists among Soviet officials admit that the programme of re-integration in the world economy will have to last at least until the year 2000 - and the key element will be the eventual move to a fully convertible rouble.

They are quite open about the desire of the Soviet Union to join the international trade and financial organisations, but that, too, is tempered by caution.

Professor Ivan Ivanov, first

deputy chairman of the State Foreign Economic Commission, says Moscow would like to join the General Agreement on Tariffs and Trade (GATT) in the first place. However, he doubts that any application would be made for at least two years, and that thereafter the negotiating process to take in such a large state-trading economy would take five years.

Before then, he admits, the Soviet Union would have to overhaul its customs tariff structure - a process which has begun, but only very tentatively. But far more important, the whole process of liberalising external trade is inextricably linked to the process of internal economic reform - above all, price reform.

If the rouble were to be made convertible tomorrow, it would have to be drastically devalued to enable any Soviet goods to compete on the world market - and to prevent a huge inrush of foreign exports. Even then, the pricing system in the Soviet Union is so radically out

of line with international prices, that such a move would cause internal chaos.

Moreover, the Soviet economy is simply not in condition to switch to exporting, because the manufactured goods are not available, let alone not of good enough quality to compete.

Professor Ivanov sees the process as coming in clear phases:

□ First has to come domestic price reform, an exercise already generating great political heat. Mr Gorbachev has promised it will be done without affecting standards of living. Few believe that will be possible, given years of massive subsidies from the state budget for foodstuffs and other essentials.

□ The second step would be the creation of a proper export base, with industries capable of competing in the world market. That process has begun with the encouragement of joint ventures with Western companies, and with allowing

Soviet enterprises to compete directly on the world market now, and thereby earn foreign currency which they will be allowed to use directly to import necessary equipment.

□ A third step would be the introduction of a convertible rouble within Comecon, the Soviet-dominated organisation of Socialist states. But already other Comecon members are showing considerable resistance to the process, not least because of the large excess of roubles they have already accumulated, because of the Soviet inability to provide adequate manufactured exports.

The other Comecon states such as East Germany, Hungary and Czechoslovakia, are loath to be dragged further into integration with the Soviet economy, just when they are looking to expand their trade ties westwards with the European Community and other Western partners.

Only after those steps have been accomplished will the introduction of a fully converti-

ble rouble be possible, Professor Ivanov and others admit.

In the meantime, the prospects of introducing some controlled, or limited degree of convertibility, in economic enclaves, seems to be the most popular half-way stage. Islands of convertibility would be established around the main Soviet economy.

One form would be in special economic zones to be established in regions like East Asia, the Black Sea, and the Baltic republics. The first is being set up now on the Finnish border.

A similar concept would apply to consortia of joint ventures, along the lines of the American Trade Consortium already being set up. In this, one major foreign currency earner - in the case of the ATC it is the Chevron oil company - would generate enough foreign currency to supply the needs of the other consortium members as well.

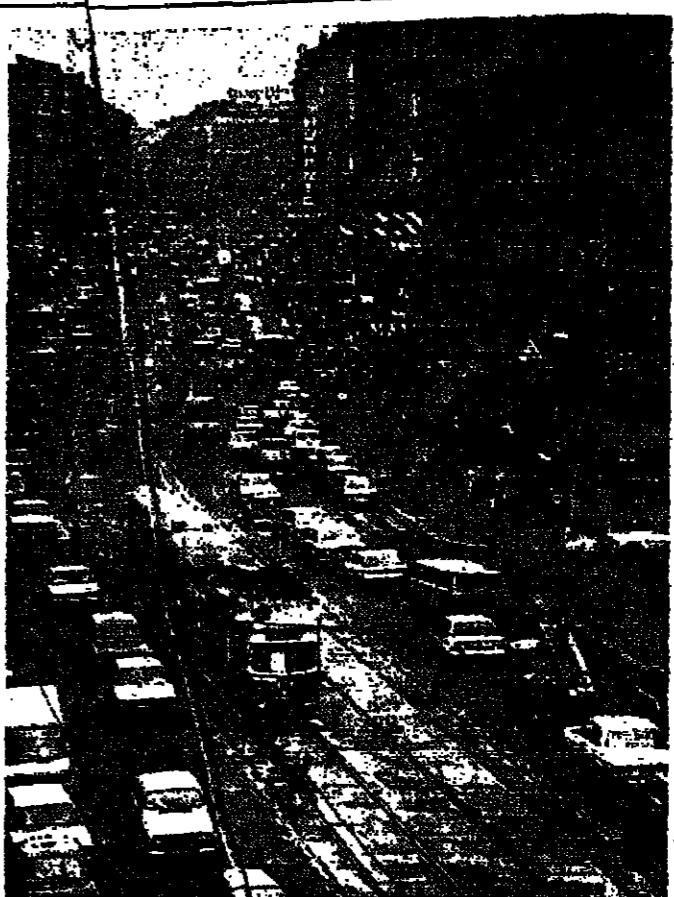
The most difficult point to be agreed will be the exchange rate of the rouble, grossly over-valued at its present rate of Rsl 1 to £1. A more accurate rate would probably be one third of the present level - although on the black market in Moscow, roubles exchange at anything up to Rsl 8 or Rsl 10 to £1.

Another proposal floated by Soviet economists to ease the transition would be to introduce internal foreign currency auctions, to transfer available hard currency from those enterprises with a surplus, to those with a deficit, at a rate to be freely fixed in the auction. This, the economists argue, would at least give the authorities some better indication of the true rouble value.

Which ever route is chosen,

there is no doubt that the process will be long and difficult, to overcome years of development of the economy behind the effective barrier of a state trade monopoly.

Quentin Peel
Moscow



Vienna, above, has been called 'the gateway of East-West trade.' For Western exporters, new doors could be opened as the restructuring economies of Eastern Europe - mainly the Soviet Union - maintain judicious import posture while seeking to boost foreign sales.

EAST-WEST COUNTERTRADE

Entering new era of complexity

EAST-WEST countertrade, a fundamental feature of commercial ties between the two Blocs since the Second World War, appears to be entering a new era of complexity and sophistication.

For Western exporters and trading houses that does not mean reduced opportunities; on the contrary, for those willing to be innovative, new doors could be opened as the restructuring economies of Eastern Europe, principally the Soviet Union, maintain a judicious import posture, while, co-incidentally, seeking to boost foreign sales.

Some regard the near-term outlook for Eastern Bloc import demand as inauspicious. Debt burdens generally and, in the case of the Soviet Union, a possible unwillingness to fully draw down some \$10bn in recently negotiated credits, are cited as possible drag on Eastern Bloc imports in a recent United Nations Economic Commission for Europe bulletin.

Hence the possibility of an increasing number of self-financing East-West trade deals - a trend which Mr Alan Linger, Lloyds Bank countertrade manager says, has become increasingly apparent in recent months.

Countertrade comes in various guises. Traditionally, in an East-West trading context counterpurchase (parallel purchases and sales) has tended to predominate. However, there has now been a shift in two distinct directions: firstly towards more closely linked countertrade deals with one leg of the deal specifically financing the other, perhaps via an escrow account; and secondly the greater occurrence of buyback.

The latter involves the purchase by the western exporter of products directly from a plant which the exporter is supplying, helping to manage or, indeed, in which it has an equity stake.

Mr Linger also expects greater triangular business between East and West and developing countries is set to emerge, although there is little evidence, as yet, to suggest it represents a distinctive new trend.

Countertrade, such as the

recent Angolan coffee for Soviet equipment deal, is the foundation stone of business between the Eastern Bloc and developing countries. Mr Linger believes such business could become increasingly integrated into East-West countertrade with, for example, Western goods being exported to East Europe, the latter's products to the Third World and raw commodities or other products being shipped to the West to complete the triangle.

The self-financing linkage between export and import

underlined by an arrangement currently under negotiation between SATCIM, a UK joint venture between Satra, the international traders, CIM International, the agri-product traders and project developers, and the Soviet Union.

As the arrangement is currently emerging, Satra is a big-league trader with the Soviet Union, is putting computers into the country and CIM takes out product in its field of expertise, including fruit juice and various vegetables, which it markets, generating hard currency for Satra and its own trading margin.

However, earlier this month, Mr Paul Wright, CIM managing director, additionally visited Moscow to further plans for SATCIM to help manage Soviet agri-product production in four separate locations. This could involve CIM designing and managing new plant via SATCIM and indeed the latter possibly taking an equity stake or stakes in the operations involved under the terms of the Soviet Union's new joint venture law.

Regardless of this, CIM's management and design expertise would be funded by product buyback from the plants with which the SATCIM is involved.

The advantage of this arrangement for the Western partners is that Satra and CIM are receiving products which they know to be of marketable quality in the West by virtue of CIM's guiding product quality and choice.

However, these new trends aside, most companies dealing with the Eastern Bloc would prefer to be without the complexities and additional costs it can engender.

This corporate view was vented through political channels this Autumn when the EEC signed a wide-ranging trade co-operation agreement with Hungary partly geared to Budapest removing a range of restrictive commercial practices, including the enforced use of barter.

Moreover, the enhanced participation of banks with devolved powers could also help address the age-old twin problems of product quality and delivery reliability. This is because, the banks are taking a stern interest in the product's production lines in case they have to stump up foreign exchange in the event of quality or delivery hiccups.

Meanwhile, the trend towards buyback operations is

contracts is well illustrated by an arrangement struck between Rank Xerox and Bulgaria involving the delivery of photocopier kits for a variety of Bulgarian products. Such is the closeness of the linkage that the arrangement provides for a Bulgarian bank guarantee.

Mr Ralph Land, head of Rank Xerox's eastern European division, sees dealing with eastern Europe's generally devolving banking structure as an important factor in future East-West countertrade business.

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The self-financing linkage between export and import

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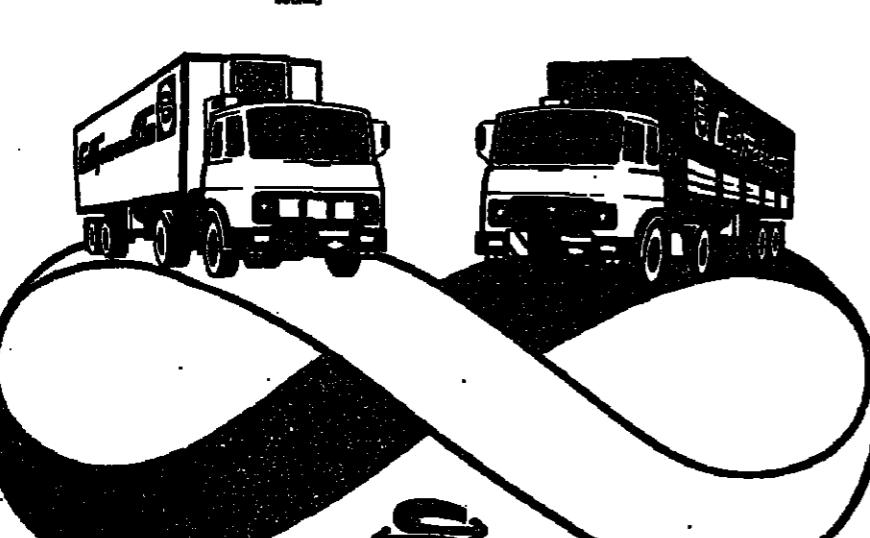
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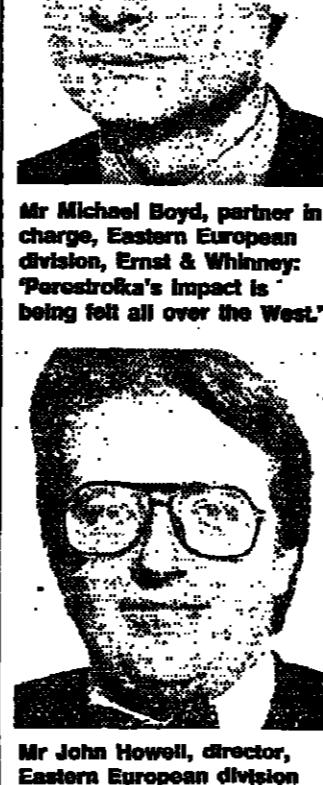
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FT LAW REPORTS

Shop fronts and tiles are not plant

WIMPEY INTERNATIONAL LTD v WARLAND ASSOCIATED RESTAURANTS LTD v WARLAND
Court of Appeal (Lord Justice Fox, Lord Justice Lloyd and Justice Glidewell): December 2 1988

FIXTURES which function as part of business premises without retaining a separate identity are not "plant" for the purpose of capital allowance against tax.

The Court of Appeal so held when dismissing appeals by Wimpey International Ltd and Associated Restaurants Ltd from decisions by the Inland Revenue Commissioners that they were not entitled to capital allowances for expenditure on certain fixtures provided for the purposes of their trade.

LOD JUSTICE FOX said that Wimpey owned and franchised restaurants. Associated Restaurants owned restaurants trading under the name Pizzaland. They both incurred expenditure on various fixtures added to the structural shells of their restaurants. They included shop fronts, floor and wall tiles, suspended ceilings and calling voids, mezzanine and raised floors, balustrades, stairs and accessory work, light fittings, trap-door and ladder, Artek on walls, flooring and other tiles, fire doors and fire proofing of walls, and other wall finishes.

Section 41(1)(a) of the Finance Act 1971 granted allowances for expenditure incurred by a person carrying on a trade "on the provision of machinery or plant for the purposes of the trade".

The commissioners held that none of the items in question was "plant", except suspended ceilings and voids.

Mr Justice Hoffmann upheld their decision on all items except the light fittings, which he held to be plant.

Wimpey and Associated Restaurants appealed from that decision, except as it applied to the electric light fittings.

The judge approached the matter by reference to the definition of "plant" in *Yarmouth v France* (1887) 19 QBD 647, 653 as including "whatever apparatus is used by a businessman in carrying on his business... all goods and chattels fixed or moveable, which he keeps for permanent employment in his business".

That excluded the premises in or on which the business was carried on.

The judge concluded on the authorities that the question was whether it would be more appropriate to describe the items as part of the premises rather than as having a separate identity. On that basis he held there was no reason to interfere with the commissioners' conclusion that the items in issue were not plant.

In *CIB v Scottish and Newcastle Breweries* (1982) 55 TC 252, 276 Lord Lowry said that the creation of the right atmosphere was a means to an end in the carrying out of the hotel trade, and that commissioners used to create atmosphere, whether free-standing or fixed, were part of the hotel's plant.

He said "something which becomes part of the premises instead of merely embellishing them is not plant except in the rare case where the premises are plant..."

That test was the present law. In the light of the authorities, there was a well-established distinction in general terms between the premises in which the business was carried on and the plant with which the business was carried on.

It was not sufficient to say that something was part of the real property. The test was not whether the item was a fixture. But there might be cases in which the degree of affixation was a matter to be taken into consideration.

Mr Aaronson for the companies said the question was whether the item was merely part of the building or whether it performed some additional function in relation to the business. If it did perform such an additional function, he said, then it was plant even though in ordinary terms it was part of the premises.

It was proper to consider the function of the item in dispute. The question was what did it function as?

If it functioned as part of the premises it was not plant. The fact that the building, by its construction, was particularly well-suited to the business, did not make it plant. Suitability was simply the reason why the business was carried on there. But it remained the place in which the business was carried on, and was not something with which the business was carried on.

It was not the case that only the bare shell of the business premises was outside the definition of plant so that, for example, wall paper and murals were plant. Lord Lowry

submitted that the critical question was whether the item served only to house the taxpayer's business activity, or whether it served some other additional business function. He called it the functional test.

One's first impression was that that was the test applied. Mr Aaronson made no criticism of the commissioners' decision until they said that none of the shop fronts qualified as plant in that "their principal function is to form a necessary part of the premises". Mr Aaronson argued that the inclusion of "principal" showed that they misunderstood or misapplied the functional test. He said the question was not as to *principal* function, but as to *sole* function.

It was not correct to subject the commissioners' decision to that sort of linguistic analysis. The case looked at as a whole was replete with references to the functional test in its strictest form. Whether an item had become part of the premises rather than having retained a separate identity was a question of fact and degree.

LORD JUSTICE GLEWELL also agreeing said that the authorities showed that for the purposes of section 41 items which had been held to be plant fell into three broad categories: (i) mechanical or electrical equipment; (ii) large structures containing mechanical or electrical equipment; (iii) items which decorated, furnished or otherwise embellished the interior of premises used for the purposes of trade.

The court could not substitute its own opinion if the commissioners were properly instructed on the law and could reasonably have concluded as they did. In the present case the Commissioners did not misdirect themselves in law, and the conclusions they reached were open to them. Mr Justice Hoffmann reached the right conclusion. The appeal should be dismissed.

LORD JUSTICE LLOYD agreeing, said there was no single test as to what was plant, and the court should be especially reluctant to upset the commissioners' decisions in such cases unless it could be shown not only that they had erred in law but also that their error was palpable. It was not enough to show that they had applied the wrong test or that they had not stated the test in the most precise language, or that they had omitted some factor which they ought to have taken into account. Where judges had failed to find a universal test the commissioners were not to have their language examined too closely or dissected line by line.

For the taxpayers: Graham Aaronson QC (Slaughter and May)
For the Revenue: Alan Moses (Inland Revenue solicitor)

Rachel Davies
Barrister

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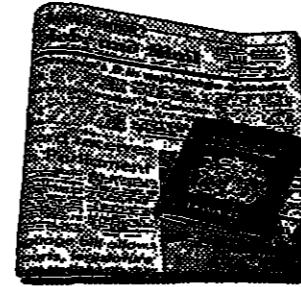


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COMMODITIES AND AGRICULTURE

Portuguese mine to instal \$60m tin recovery plant

By Kenneth Gooding, Mining Correspondent

SOMINCOR, the state-owned Portuguese company in which the RTZ Corporation of the UK has a 49 per cent interest, is to spend US\$60m (about £33m) at its Neves-Corvo copper mine to instal a tin recovery plant capable of producing about 5,000 tonnes a year.

The decision "makes the outlook for the higher-cost tin producers look worse than ever," according to Mr Peter Kettle, an analyst with the Commodities Research Unit in London.

RTZ said yesterday it was too early to estimate the production costs but Mr Kettle suggested they would be very low compared with other producers.

World-wide tin production costs had been cut by between 20 per cent and 40 per cent in the past two years, according to CRU's calculations.

Much new output was coming from Brazil, which could produce about 40,000 tonnes a year at an average cost of about £3,000 a tonne whereas some of the Malaysian mines which had closed down had costs four or five times that level.

Tin production from Neves Corvo is due to begin early in 1990 and to be at full capacity by mid-1991. Mr Kettle said world tin output this year already had returned to the level of 1985, before the collapse of prices when the International Tin Council ran out of cash to support the market.

He pointed out that, not only would the Neves-Corvo tin have the benefit of being a by-product of the copper mining, but the mine had one of the highest grades in the world — each of the 2.8m tonnes in the tin ore reserves has an average grade of 2.6 per cent. In comparison, the



will be processed through a new 300,000 tonnes a year recovery plant.

The tin project will also give an additional annual output of 20,000 tonnes of copper to take the mine's total to 135,000 tonnes a year with a direct operating cost of about 40 cents a lb — among the lowest in the world.

Current copper ore reserves of 27m tonnes grading 8 per cent copper support a mine life of more than 20 years.

Contracts for about 75 per cent of the planned copper production have already been signed with customers such as Noranda in Canada, a consortium led by Sumitomo Metal in Japan, Norddeutsche Affinerie in West Germany, Outokumpu in Finland, and Rio Tinto Minas in Portugal itself.

The Neves-Corvo project was financed by the European Investment Bank which put up about 180m Ecu (£120m) while the shareholders put up 20 per cent and Portuguese commercial banks provided the outstanding 20 per cent.

Somincor (Sociedade Mineira de Neves Corvo) is 51 per cent owned by the Portuguese state minerals group, Empresa de Desenvolvimento Mineiro (EDM). RTZ bought its 49 per cent stake in 1985 from the French mining companies Penarroya and Coframines for US\$80m.

A working group set up to explore a possible settlement of claims against the International Tin Council will report to ITC governments today ahead of the regular quarterly session in London this week, reports Reuter. This follows discussions initiated by Canada which have taken place outside ITC auspices. But all of the ITC's member states have been involved in the talks except Thailand.

The close proximity of the tin and copper ore allows the same underground infrastructure to be used. The tin ore

LINE WAREHOUSE STOCKS	
(Change during week ended last Friday)	
tonnes	
Aluminium standard	-2,373 to 23,000
Aluminium high grade (3000)	-2,373 to 23,000
Copper Grade A	-1,325 to 61,725
Lead	+150 to 56,000
Nickel	-498 to 2,198
Zinc	+4,650 to 20,450
Tin	-215 to 8,800
Silver (oz)	+80,000 to 15,284,000

EC Ministers wrestle with quota compensation problem

By Tim Dickson in Brussels

EUROPE'S FARM Ministers were last night struggling to find a way of compensating tens of thousands of dairy farmers unfairly deprived of milk quotas in 1984.

These producers — whose case was backed earlier this year in a key ruling from the European Court of Justice — were excluded from the quota system because they had voluntarily agreed not to sell their milk under a temporary scheme promoted by Brussels in the late 1970s.

Ministers and their national officials have been struggling to agree a satisfactory package

to resolve the problem since late summer — but strong objections have been raised against aspects of the European Commission's proposal for creating an additional 500,000 tonnes of Community quota (raised last night in a new compromise package to 600,000 tonnes), to be paid for with a cut in the butter intervention price of 2 per cent.

The indications last night were that a major effort would be made to reach a deal at this week's meeting.

Northern countries of the EC are particularly concerned at

the demands of some Mediterranean member states for an increase in their national quota — a plea which will be harder to resist under the Spanish presidency in the first six months of next year.

The Commission, meanwhile, is thought to be ready, failing an end to the deadlock, to withdraw its proposal and leave the issue hanging.

The other major challenge for ministers this week is the Commission's scheme for reforming the beef sector. A first discussion on this issue was held last night

Government.

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ICO indicator prices (US cents per pound), Daily price for Dec 9: 1083.33 (1112.11); 10 day average for Dec 12: 1110.10 (1113.21).

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The Prudential Plc, London	505.20W	0442-022402			Royal Heritage Life Assurance Ltd - Contd.					Chifon Financial Mgmt Ltd					Hill Schroder Financial Mgmt Ltd				
Managed Fund	149.2	167.5	177.5	1.0	Royal Funds	127.5	127.5	127.5	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	Ber 27 St Peter Port, Guernsey				
UK Life Assurance Fund	149.2	167.5	177.5	1.0	Equity Income	106.5	106.5	106.5	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
UK Life Fund	149.2	167.5	177.5	1.0	Small & Income	92.1	92.1	92.1	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
First Trusts	150.0	167.4	177.4	1.0	Specialty Fund	102.8	102.8	102.8	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
North America	120.0	137.5	147.5	1.0	Specialty Shares	97.7	97.7	97.7	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential UK Equity	110.0	127.5	137.5	1.0	Born American Ass	83.8	83.8	83.8	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	117.7	135.0	145.0	1.0	First Trusts	62.9	62.9	62.9	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
P.R. & G. Fund	112.7	130.0	140.0	1.0	International Fund	125.4	125.4	125.4	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
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Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000				
Prudential Fund	100.0	117.5	127.5	1.0	First Trusts	127.0	127.0	127.0	0.0	Chifon Financial Mgmt Ltd	127.5	127.5	127.5	0.0	0-3000 0-3000		</td		

UNIT TRUST INFORMATION SERVICE

LONDON SHARE SERVICE

BRITISH FUNDS						BRITISH FUNDS - Contd						FOREIGN BONDS & RAILS					
1988	High	Low	Stock	Price	Yield	1988	High	Low	Stock	Price	Yield	1988	High	Low	Stock	Price	Yield
High	Low	Stock	£	+	or	Int.	Int.	Stock	£	+	or	Int.	Int.	Stock	£	+	or
"Shorts" (Lives up to Five Years)																	
1021499.75%Trees 11-1pc 1989	99.15	11.55	13.10	4416	41.25	Consol 4pc	43.11	9.13	1988	45	45	Stock	45	45	Green 7pc Ass.	45	7.78
1012981.95%Trees 9-1pc 1989	98.50	9.61	12.94	4507	57.75	War Loan 3pc	59.14	8.87	1988	45	45	Do. 4pc 20 Std. Ass.	45	8.25	3.50	11.24	8.25
97195.25%Trees 3-3pc 1989	97.00	3.09	10.48	5210	28.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	Do. 4pc 20 Std. Ass.	45	8.25	15.67		
102295.25%Trees 10-1pc 1989	98.50	10.62	12.86	5212	26.00	Consol 2pc	52.50	9.35	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
102395.25%Trees 10-1pc 1989	98.50	10.17	12.89	2813	26.00	11. Trees 24pc	27.00	9.10	1988	45	45	5.25%Trees 24pc	50	7.50	10.70		
103495.25%Trees 11-1pc 1989	98.50	11.13	12.52	2714	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	10.70		
97394.25%Trees 5-6pc 1989	99.50	5.24	10.74	Unquoted													
104595.25%Trees 10-1pc 1989	98.50	10.36	11.51	4417	41.25	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107195.25%Trees 12-1pc 1989	101.15	12.93	11.75	4508	57.75	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
104495.25%Trees 13-1pc 1989	99.75	11.08	11.65	5213	26.00	Consol 2pc	52.50	9.35	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107395.25%Trees 12-1pc 1989	101.15	12.93	11.75	2715	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
104795.25%Trees 13-1pc 1989	99.75	11.08	11.65	Index-Linked													
107595.25%Trees 13-1pc 1989	101.15	12.93	11.75	4418	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
104895.25%Trees 14-1pc 1989	99.75	11.08	11.65	4509	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107795.25%Trees 15-1pc 1989	101.15	12.93	11.75	5214	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
104995.25%Trees 16-1pc 1989	99.75	11.08	11.65	2716	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107995.25%Trees 17-1pc 1989	101.15	12.93	11.75	(b)													
105095.25%Trees 18-1pc 1989	99.75	11.08	11.65	4419	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105195.25%Trees 19-1pc 1989	99.75	11.08	11.65	4510	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105295.25%Trees 20-1pc 1989	99.75	11.08	11.65	5215	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105395.25%Trees 21-1pc 1989	99.75	11.08	11.65	2717	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105495.25%Trees 22-1pc 1989	99.75	11.08	11.65	(c)													
105595.25%Trees 23-1pc 1989	99.75	11.08	11.65	4420	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105695.25%Trees 24-1pc 1989	99.75	11.08	11.65	4511	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105795.25%Trees 25-1pc 1989	99.75	11.08	11.65	5216	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105895.25%Trees 26-1pc 1989	99.75	11.08	11.65	2718	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
105995.25%Trees 27-1pc 1989	99.75	11.08	11.65	(d)													
106095.25%Trees 28-1pc 1989	99.75	11.08	11.65	4421	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106195.25%Trees 29-1pc 1989	99.75	11.08	11.65	4512	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106295.25%Trees 30-1pc 1989	99.75	11.08	11.65	5217	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106395.25%Trees 31-1pc 1989	99.75	11.08	11.65	2719	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106495.25%Trees 32-1pc 1989	99.75	11.08	11.65	(e)													
106595.25%Trees 33-1pc 1989	99.75	11.08	11.65	4422	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106695.25%Trees 34-1pc 1989	99.75	11.08	11.65	4513	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106795.25%Trees 35-1pc 1989	99.75	11.08	11.65	5218	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106895.25%Trees 36-1pc 1989	99.75	11.08	11.65	2719	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
106995.25%Trees 37-1pc 1989	99.75	11.08	11.65	(f)													
107095.25%Trees 38-1pc 1989	99.75	11.08	11.65	4423	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107195.25%Trees 39-1pc 1989	99.75	11.08	11.65	4514	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107295.25%Trees 40-1pc 1989	99.75	11.08	11.65	5215	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107395.25%Trees 41-1pc 1989	99.75	11.08	11.65	2716	26.00	11. Trees 24pc	27.00	9.12	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107495.25%Trees 42-1pc 1989	99.75	11.08	11.65	(g)													
107595.25%Trees 43-1pc 1989	99.75	11.08	11.65	4424	41.25	Consol 4pc	43.11	9.13	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107695.25%Trees 44-1pc 1989	99.75	11.08	11.65	4515	57.75	War Loan 3pc	59.14	8.87	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107795.25%Trees 45-1pc 1989	99.75	11.08	11.65	5216	26.00	31pc 3-61 Ass.	61.50	5.78	1988	45	45	5.25%Trees 24pc	50	7.50	15.58		
107895.25%Trees 46-1pc 1989	99.75	11.08	11.65	2717	26.00	11. Trees 24pc	27.00	9.12	1988	45							

3pm prices December 12

NEW YORK STOCK EXCHANGE COMPOSITE PRICES

FILTER CIGARETTES



Marlboro

20 CLASS A CIGARETTES

Continued on Page 51

AMERICA

Strong dollar and bonds lift Dow

Wall Street

THE stronger dollar and the rally in the bond market helped equities register modest gains by mid-session yesterday, writes *Janet Bush* in New York.

At 2pm, the Dow Jones Industrial Average was quoted 14.40 points higher at 2,157.89 in sluggish volume of 78m shares.

This represented a fairly encouraging start to a week which sees a series of key economic indicators released as well as the regular meeting of the Federal Open Market Committee amid expectations that the central bank will vote to keep monetary policy tight amid evidence that economic growth remains robust.

Broad expectations are that the batch of economic statistics this week will show considerable strength with a strong rise in industrial production and a higher capacity usage rate. Producer prices are expected to have risen only modestly in November, partly as the inflationary impact of the drought on food prices dissipates. However, this will to some extent have been offset by higher crude oil prices.

Today retail sales figures for November are released. They are expected to show a rise of around 0.5 per cent after two months of substantial gains.

Of key importance to financial markets because of its potential impact on the dollar

is tomorrow's release of October trade figures. The deficit is generally expected to be little changed from the \$30m shortfall in September.

The other two key focuses of the financial markets this week are the dollar and the FOMC meeting.

There is talk of the possibility of a rise in official interest rates in West Germany as the Bundesbank is known to be concerned about the potentially inflationary effect of its fast-growing money supply. Mr Helmut Haussman, West Germany's new economics minister, said on Friday that the country would do everything possible to nip in the bud a possible rise in inflation.

In spite of speculation that the Bundesbank may decide to raise its key Lombard rate at its policy-making council meeting on Thursday the dollar was stable, an important factor in the rise of US stocks and bonds yesterday.

There is widespread belief that the US Federal Reserve will push Fed Funds higher over the next few weeks and may even raise the 6.5 per cent discount rate, particularly if the dollar were to come under more pressure and interest

rates were to rise overseas.

The decision to push money market interest rates higher is made by the FOMC which comprises the seven members of the Fed's board and five heads of Federal Reserve regional banks. However, the regional decision to raise the discount rate is taken by the board.

Among featured stocks was Pilsbury which jumped \$4.1% to \$118 after Britain's Grand Metropolitan sweetened its hostile tender offer from \$80 a share to \$83 a share. The offer came after the companies failed to agree terms for a friendly bid during weekend talks.

Pennwalt surged \$15.4% to \$98 after news of a \$100 a share bid by Centaur Partners, the New York-based partnership, which already owns a 13 per cent stake in the company. Pennwalt declined comment.

Henley Manufacturing

jumped \$8 to \$88 in over-the-counter trading after the company agreed to a \$90 a share offer by New Hampshire Oak, owned by the chairman and president of Henley Group.

On the OTC market, Fortune Financial slumped \$3.4% to \$24 after the company said

SOUTH AFRICA

GOAL SHARES drifted slightly lower in Johannesburg as the bullion price continued to hover just above \$420. The rest of the market followed the

trend set by golds in subdued trading.

Vaal Reefs fell R3 to R288

and diamond stock De Beers slipped 20 cents to R42.10.

ASIA PACIFIC

Nikkei drops on renewed concern for sick Emperor

Tokyo

A FURTHER deterioration in the condition of the Emperor of Japan and an overall lack of market focus combined to dampen investor interest and depress share prices in thin trading, writes *Michigan Nakamoto* in Tokyo.

The Nikkei average fell 121.13 at 23,672.29 after moving from a high of 23,847.33 to a low of 23,620.11. Losers outnumbered gains by 479 to 381 while 186 issues were unchanged. The Topix index of all listed shares dropped 9.33 to 2,296.15. Turnover slipped to 597m shares from the 1bn traded on Friday.

But in later trading in London the ISE/Nikkei 50 index rose 2.6 to 1,370.24.

Concern about the Emperor's illness once again cast a cloud over sentiment and the lack of market interest also stemmed from a tendency at this time of year to hold unchanged positions. Many investors prefer to keep cash while they deliberate on the market leaders for the new year, according to Mr Hiroshi Taguchi of Nomura Securities. He said that once they have a better idea of the coming favourites, trade will pick up for the last run of the year.

Another tendency of December trading is that money moves in and out very quickly as investors try to maximise their profits before the end of the year. This means that any advances can be rapidly hit by profit-taking.

The US trade figures for October, due tomorrow, were an added incentive to keep to the sidelines. Although the increase in Japanese exports suggests that US trade deficit could be on the high side of expectations, it should not have too negative an effect on Japanese equities unless it is substantially worse.

Underperformers were again

in the limelight yesterday, especially shipping, fishing and mining issues. Shipping companies, which have taken over from large capital steels as current market leaders, were chosen for their relatively low price and large capitalisation.

Japan Line, topping the most active list with 39.8m shares traded, closed up Y19 at Y855 after climbing to Y666. Kawasaki Kisen advanced to Y262 during the day but finished up Y1 at Y619 in heavy trading.

Mining companies also featured, with the continuing rise in nickel and copper prices an added boon. Mitsui Mining and Smelting, third most actively traded with 23.5m shares, rose Y1 to Y790 during the day but ended Y6 lower at Y775.

Mitsui Engineering and Shipbuilding, second in volume terms with 28.2m shares, rose Y25 to Y745.

Japan Storage Battery, also among the top 10 most heavily traded issues, gained Y130 to Y140. The top maker of storage batteries initially attracted attention as a car-related issue in the Mitsubishi Group around the time of the listing of Mitsubishi Motors. The continuing interest in the issue stems from speculative buying, analysts said.

Trading in Osaka was led by lagging issues which helped push the OSE average up by 29.33 to 27,965.42. Volume, however, dropped to 45.5m from the 52.2m on Friday. Nintendo, the maker of family computer games, advanced Y290 to Y9,200 on expectations that the companies' games will attract substantial interest during the Christmas season.

Roundup

THE fall in Tokyo hit sentiment and Asia Pacific markets ended mostly lower in weak turnover.

HONG KONG closed off the day's lows as speculation fixed

the day's lows as speculation fixed